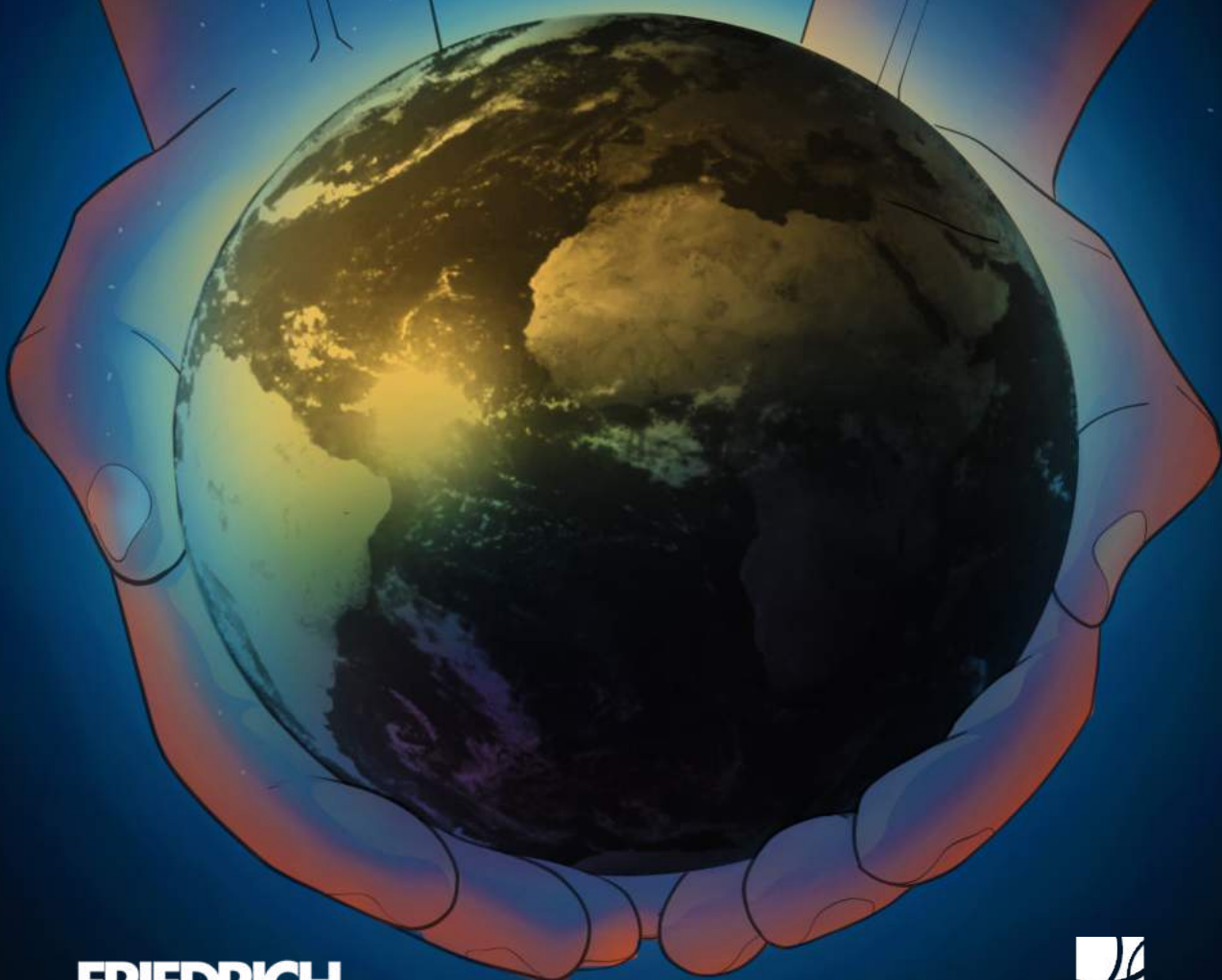


NOT FOR SALE

17 SUSTAINABLE DEVELOPMENT GOALS



FRIEDRICH
EBERT 
STIFTUNG



GRAVITY
STUDIOS®

ENGLISH VERSION

17 SUSTAINABLE DEVELOPMENT GOALS

Created By
FRIEDRICH-EBERT-STIFTUNG RWANDA (FES-Rwanda)
In Partnership with GRAVITY STUDIOS RWANDA

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INTRO PAGE

Dear Readers of the Comic Book about Sustainable Development Goals,

You are holding a special book in your hands today. This book is about the current concerns on how the world population can meet their present needs while sustaining resources for the needs of future generations.

For many years, Friedrich-Ebert-Stiftung (FES) has been contributing to this end in terms of social protection, good governance and inclusive economic transformation. It is in this regard that this comic book was written. The book is simple and fun, however, it provides a clear message for the reader with an invitation to act.

All over the world, people want to live in peace and justice. Everybody aspires for a better life with good standard of living without stress and most of them expect from their governments to act responsibly. The majority is convinced that through international cooperation of non-governmental organisations, trade unions, scientists and political and economic actors, the necessary foundations for life on earth can be improved and preserved. However, for the sake of development, humankind is using resources as it has never happened before exceeding the boundaries of the planet while still many people live in poverty.

Are the resources used to end poverty and to bridge the gap between the poor and the rich, to provide education and health care, to ensure food security, to face effects of climate change, to restore ecosystem and opens equal development opportunities to everyone? Will our lifestyle allow that our children and grandchildren have the same opportunities than us and can benefit from the current resources?

The foregoing issues attracted international attention and debates which were marked by the adoption of the "17 Sustainable Development Goals" (SDG) in 2015 by the member states of the United Nations. Since then, governments, international organizations and other development actors are working toward this achievement which requires a combined effort of all partners. It's a call for everybody.

These ambitious goals have been identified as crucial to ensure quality of life of human population and the survival for the next generations. The 17 SDGs, now serving as guidelines to achieve sustainable development for the upcoming years, they influence policies at national and international levels.

All countries have committed themselves to follow them and are now trying to achieve all the 17 SDGs by 2030. If these goals would be achieved within the next ten years, much would be gained: The chances would increase that in the future more people could live a better life than today. At the same time, SDG partners would continue working hand in a hand to tackle down other world's pressing issues such as injustice, inequality and insecurity.

Unfortunately, all over the world it must be noted that the 17 SDGs are still often unknown and not or not sufficiently understood or considered in economic and political decisions. On one hand, lack of awareness and sometimes ignorance have been some of the challenges in achieving SDGs.

On the other hands, SDGs have been taken, especially at local level, as things for governments or big organizations, while they are part of our everyday life. It is known that a big change can only be achieved by many steps; it's a process of small but consistent decisions and actions.

With the approach of publishing a comic book about the SDGs, the Friedrich-Ebert-Stiftung Rwanda contributes to a better understanding of the worldwide goals and to raise awareness and engagement about its implementation from the local level in a simple and friendly way.

Our partners from governmental institutions, civil society, trade unions, but also from universities and think tanks can make use of the story of six Rwandan friends to start further discussions on how SDGs can be achieved and integrated in numerous projects. The comic created with the graphical support of Gravity Studio does not answer all related questions about the SDGs. Rather, it offers a starting point to get interested to know better this important tool.

We hope that you enjoy reading the comic book and that you will start discussing SDGs with friends, colleagues, comrades and family, that the book has an impact, not only in Rwanda but also in East Africa and worldwide! Therefore, a free digital version in addition to the free printed version will be available.

All rights are reserved by the FES Rwanda, but we are happy if the comic is used widely.

We welcome feedback and comments, please write to us at:
info@fes-rwanda.org

With best regards

Oliver Dalichau
Country director of FES Rwanda



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Created By
FRIEDRICH-EBERT-STIFTUNG RWANDA
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Rita UMUHIRE is a brilliant journalist and a part-time blogger. She has won many awards for her work on different articles and now she thought, it was about time writing something about the issues that the world is facing.

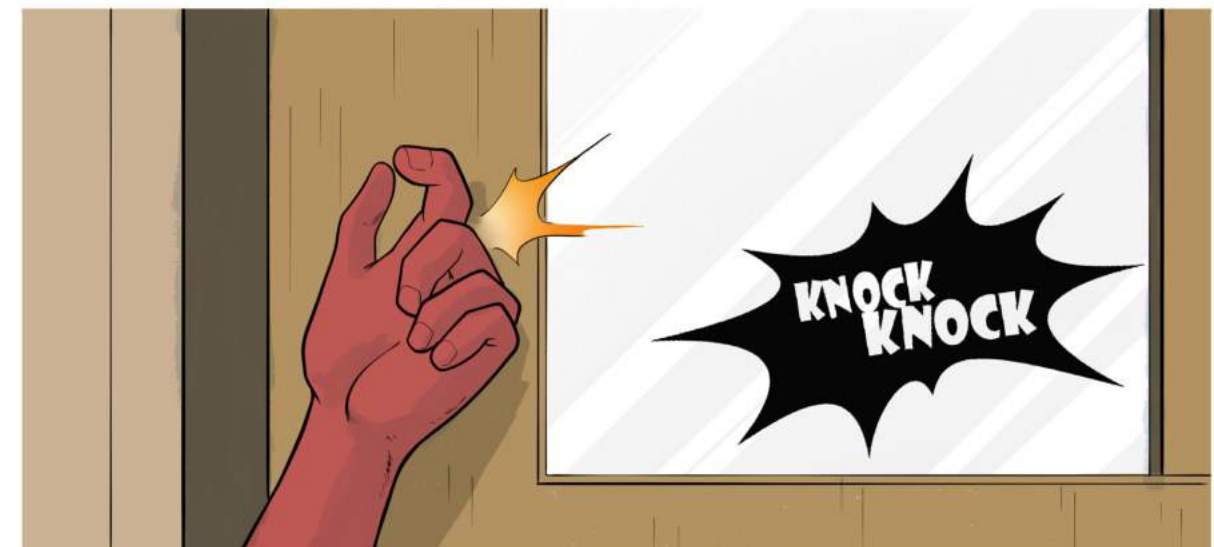
One day, after she was certain that she got the right topic which was about the SDGs (Sustainable Development Goals), she invited for dinner four of her neighbors whom she knew they were well informed about the subject.

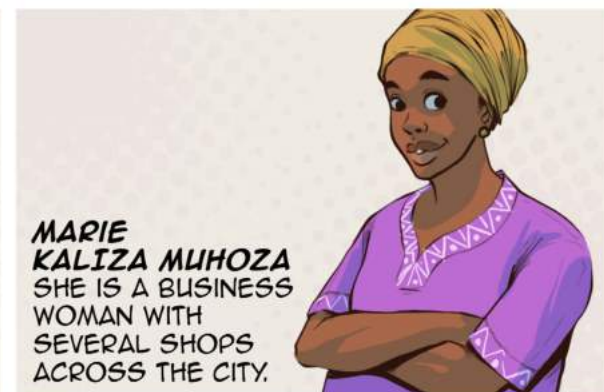
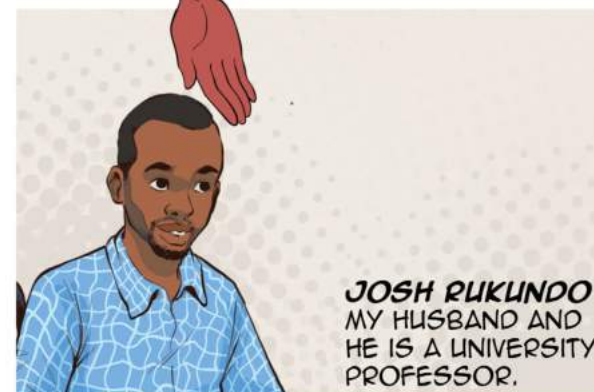
She was convinced that together, with their help, her article she had titled “*SUSTAINABLE DEVELOPMENT GOALS*” was going to be a success.

SUSTAINABLE DEVELOPMENT GOALS

The Member states of the United Nations (UN) adopted the “2030 Agenda for Sustainable Development” in 2015. This document can be seen as a shared understanding for Peace and Prosperity for the people of the planet.

<https://sustainabledevelopment.un.org/?menu=1300>





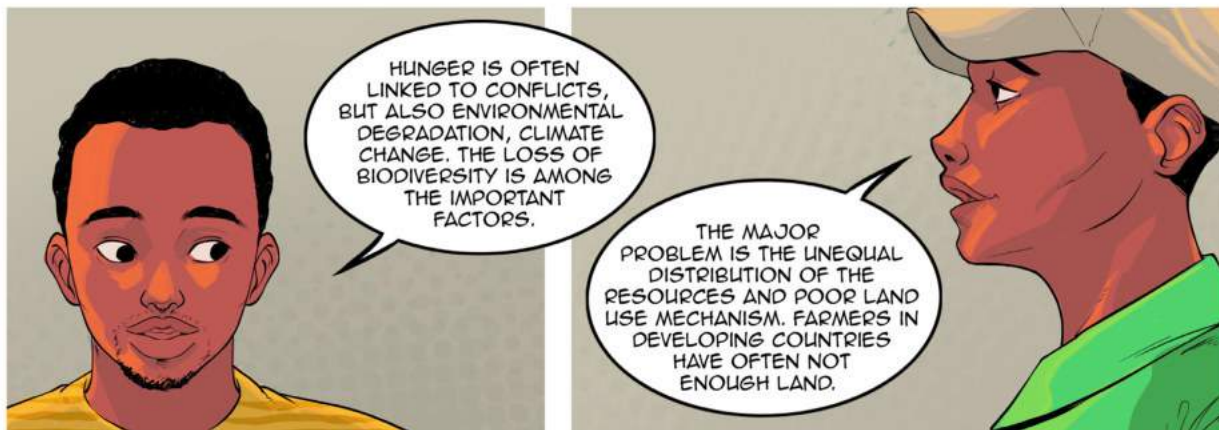


1 NO POVERTY



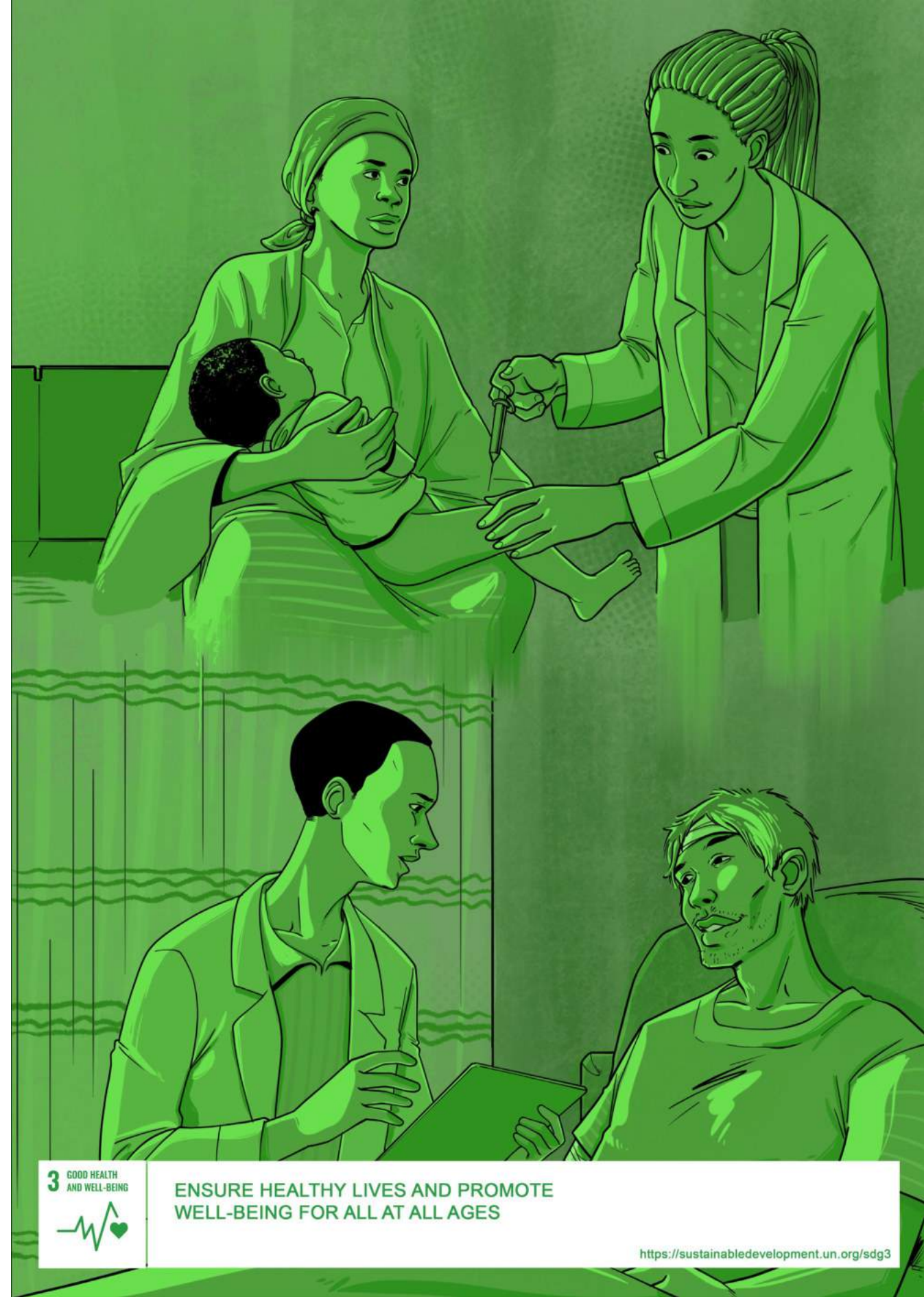
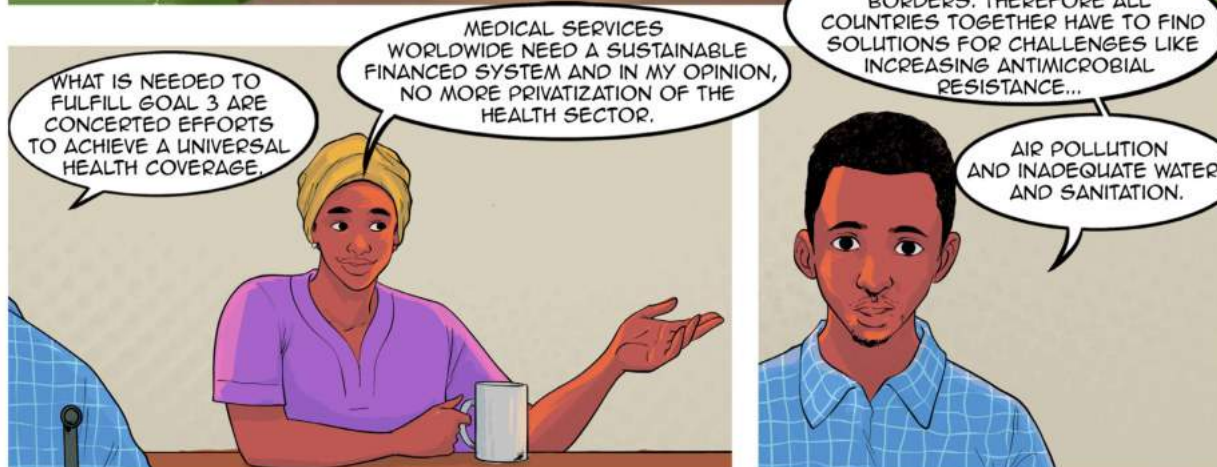
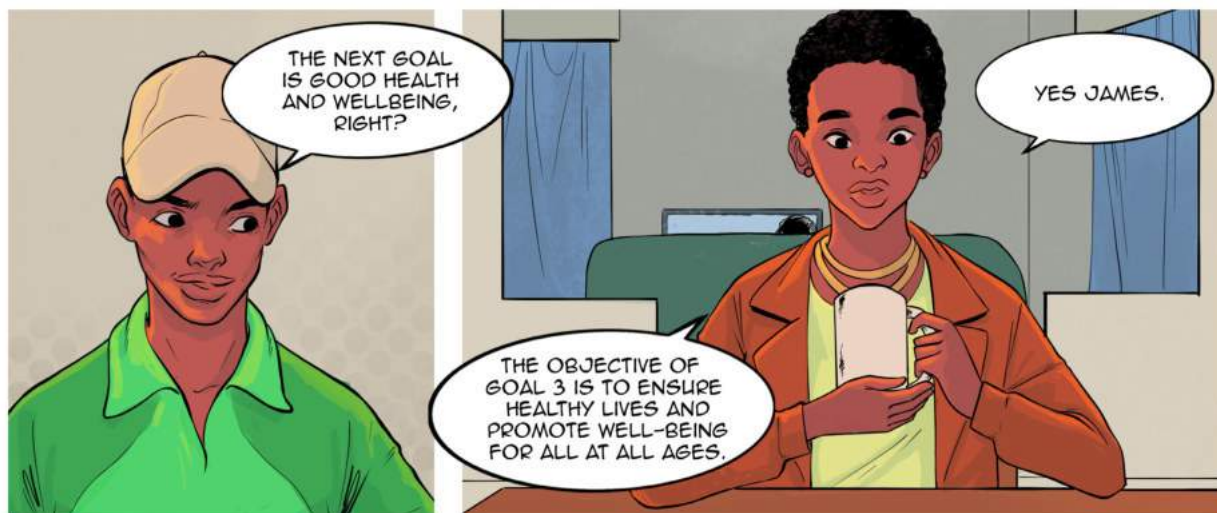
END POVERTY
IN ALL ITS FORMS EVERYWHERE

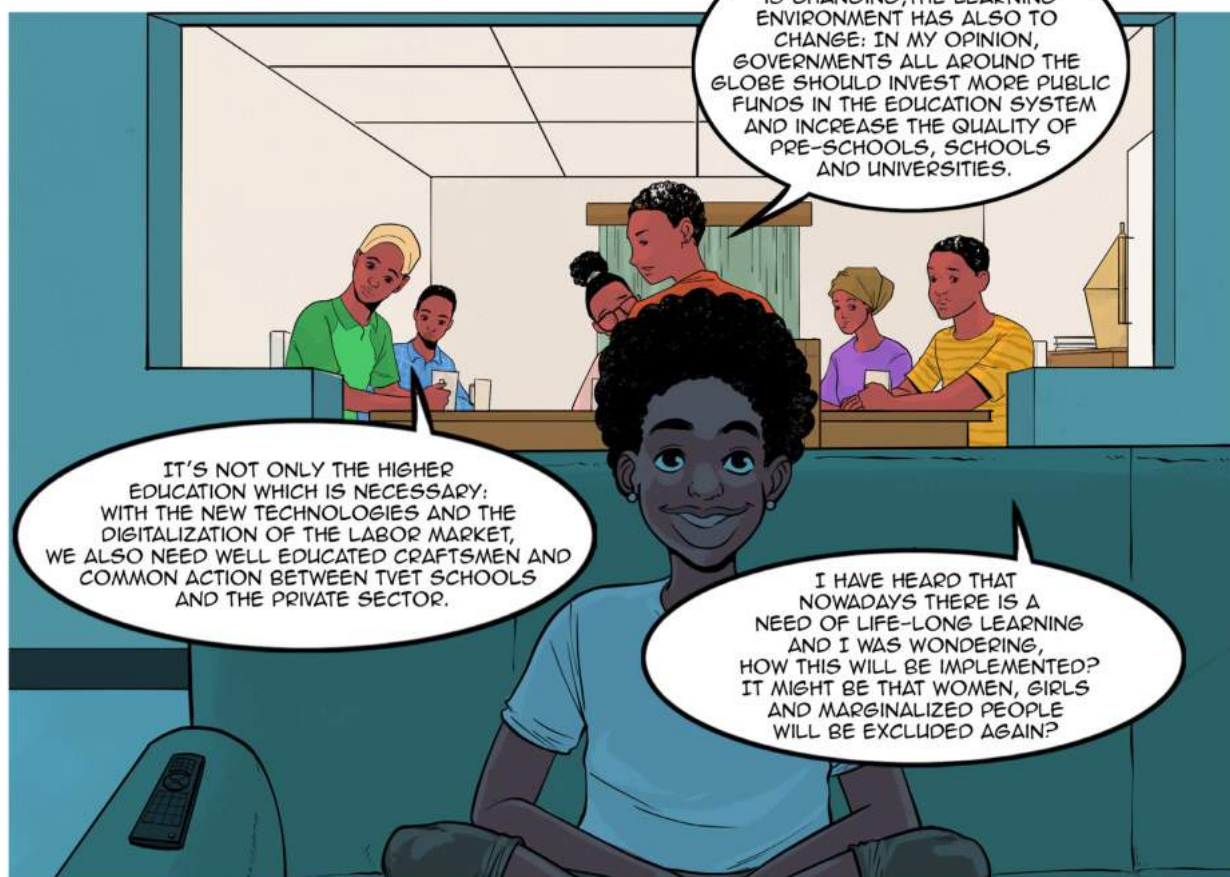
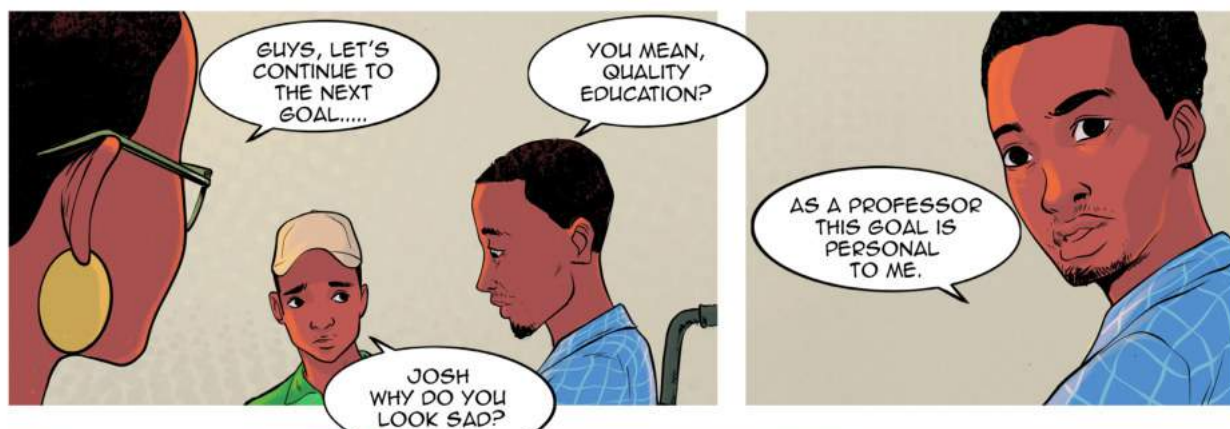
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END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVE NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

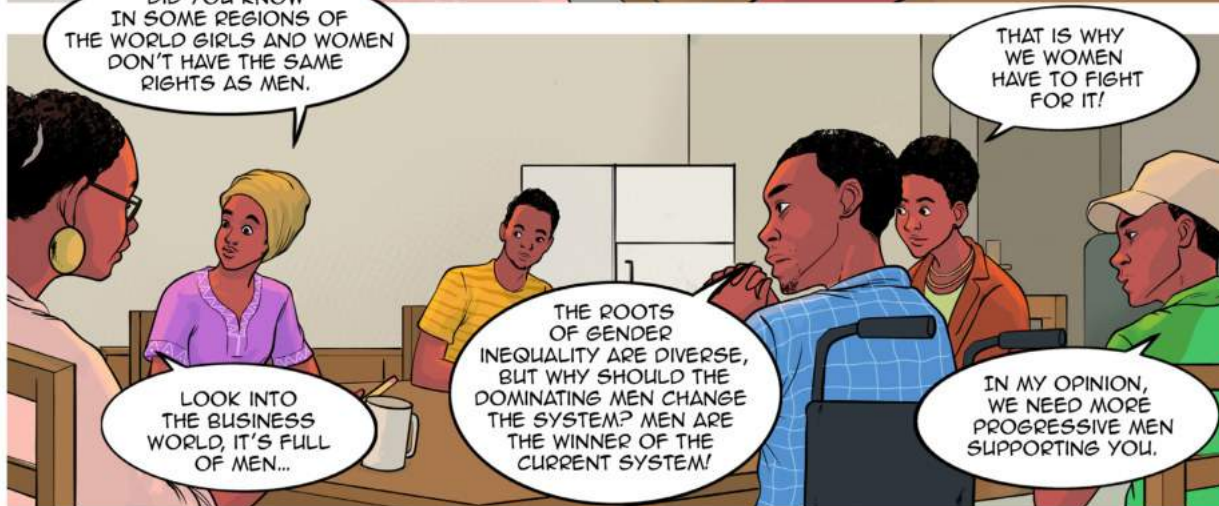
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ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

<https://sustainabledevelopment.un.org/sdg4>



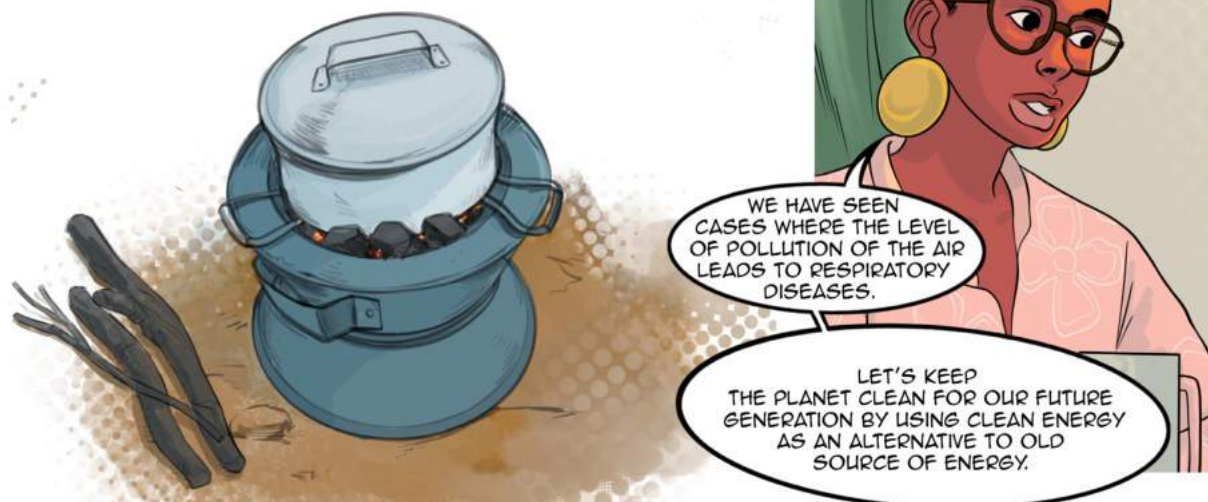
ACHIEVE GENDER EQUALITY AND EMPOWER
ALL WOMEN AND GIRLS



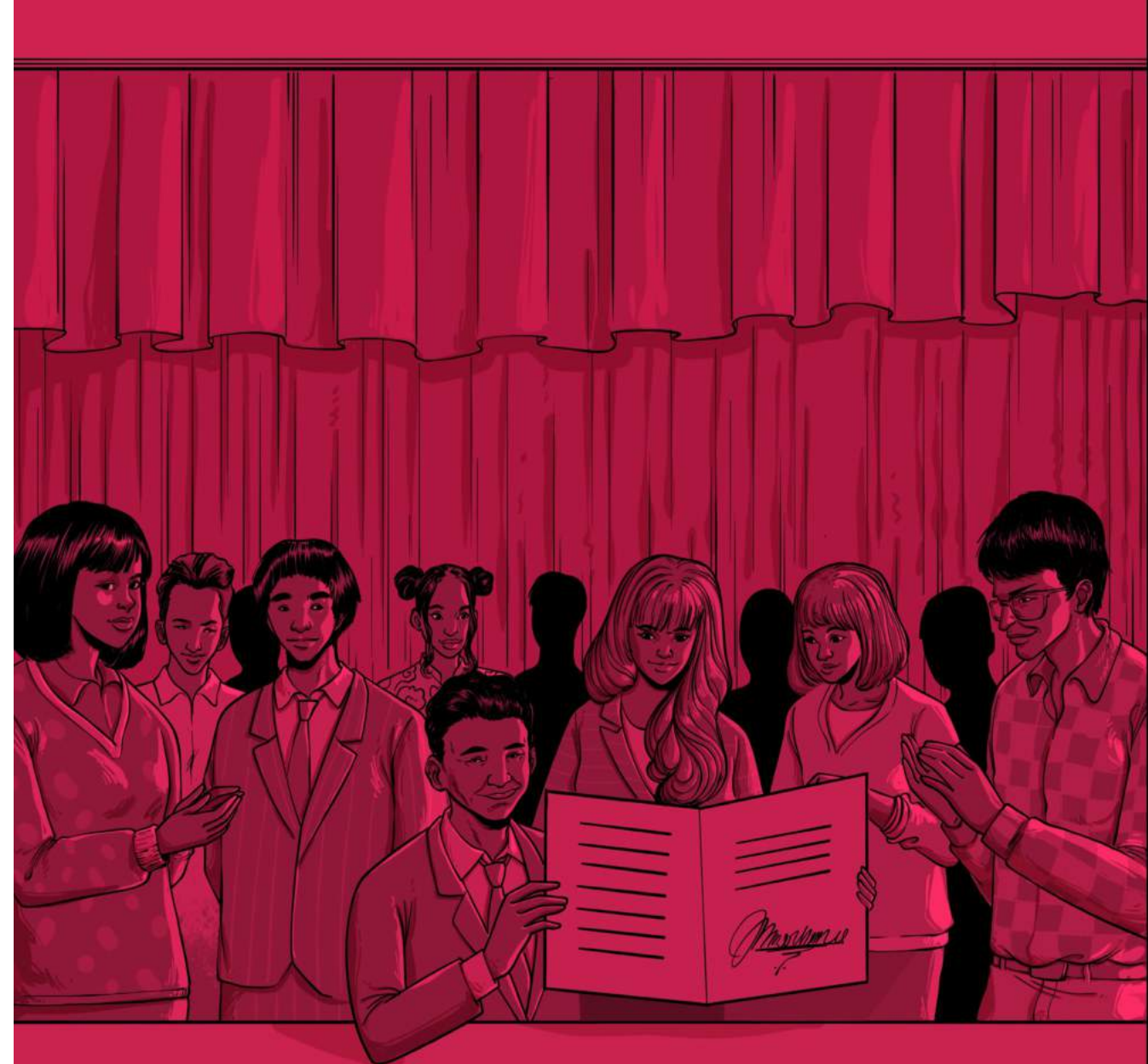
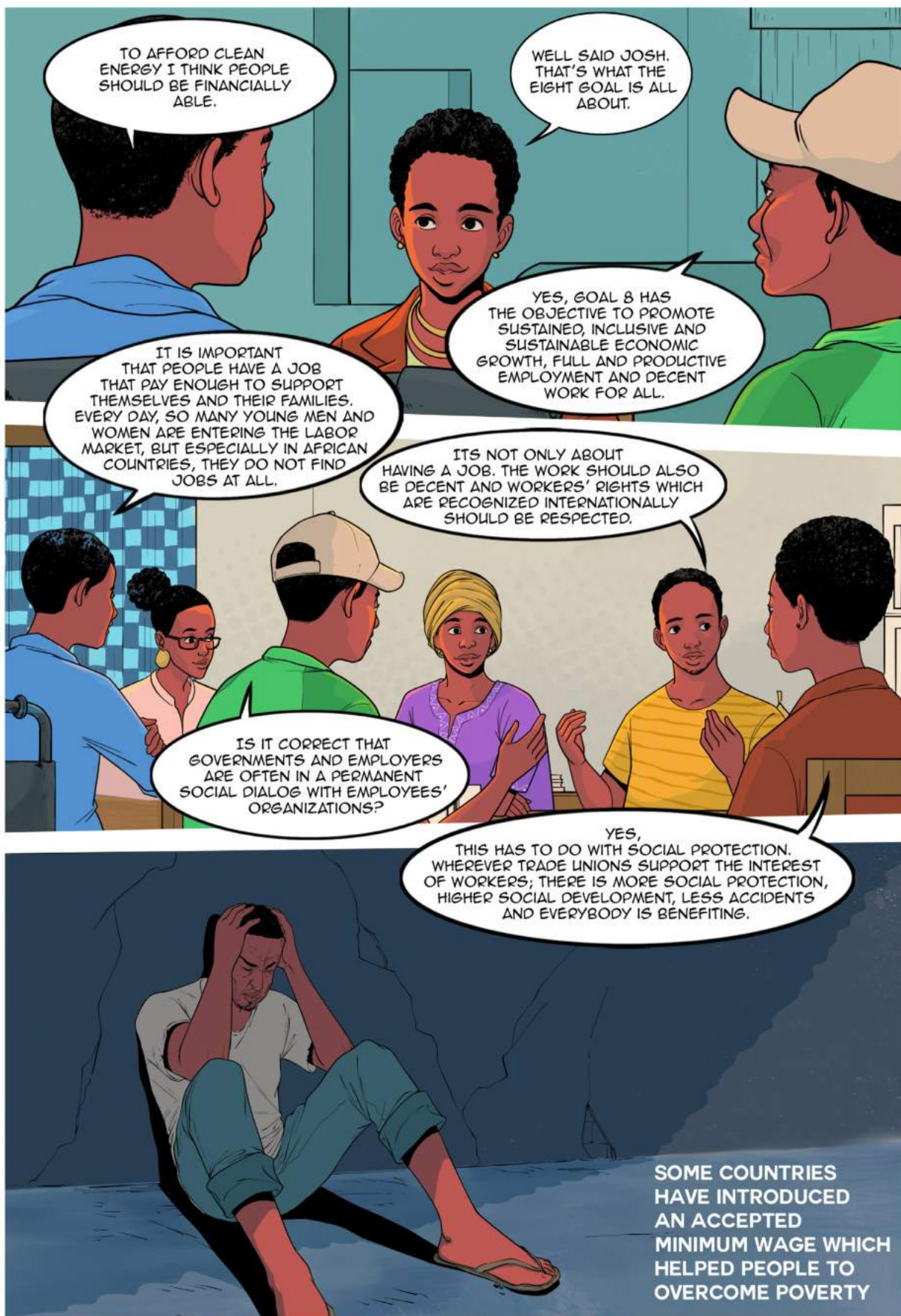
ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL



USING FOSSIL FUEL AND TREE BRANCHES LEAD TO AIR POLLUTION AND DEFORESTATION



ENSURE ACCESS TO AFFORDABLE , RELIABLE SUSTAINABLE AND MODERN ENERGY FOR ALL



DECENT WORK FOR ALL



8 DECENT WORK AND ECONOMIC GROWTH

PROMOTE SUSTAINED INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

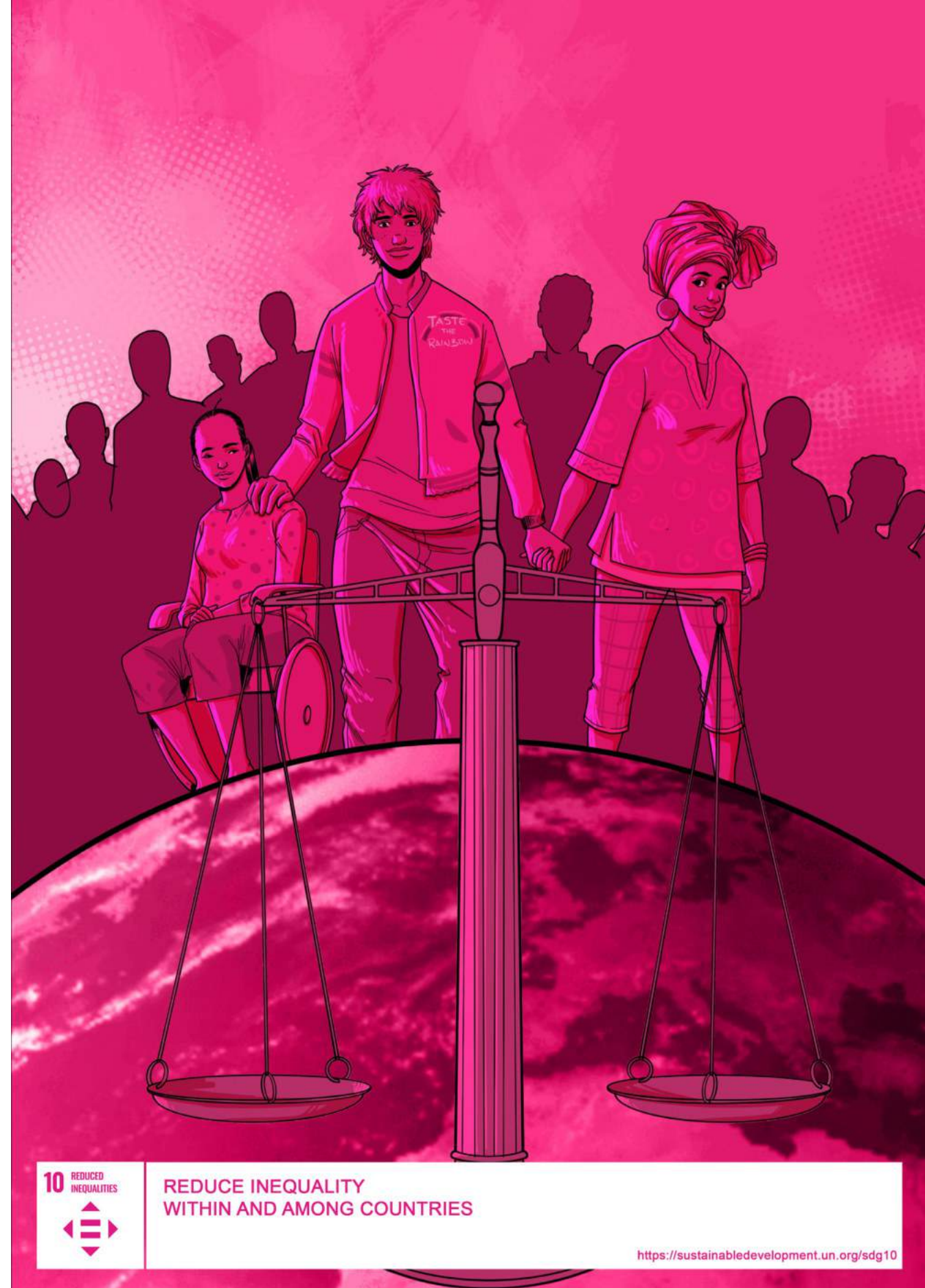
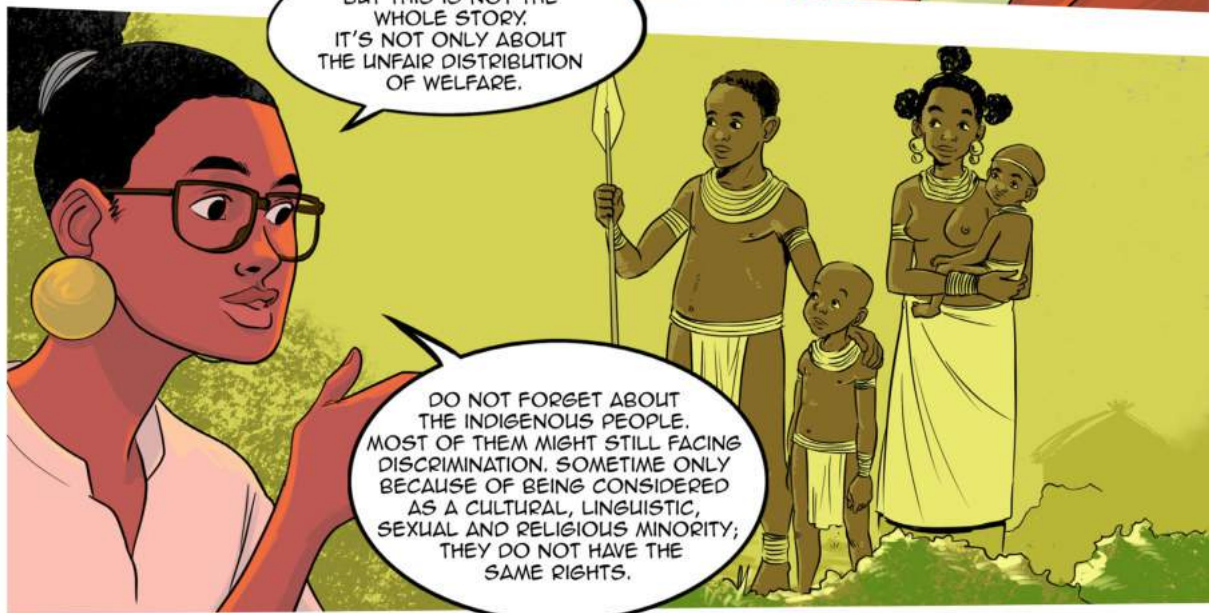
<https://sustainabledevelopment.un.org/sdg8>



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

BUILD RESILIENT INFRASTRUCTURE PROMOTE INCLUSIVE AND
SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

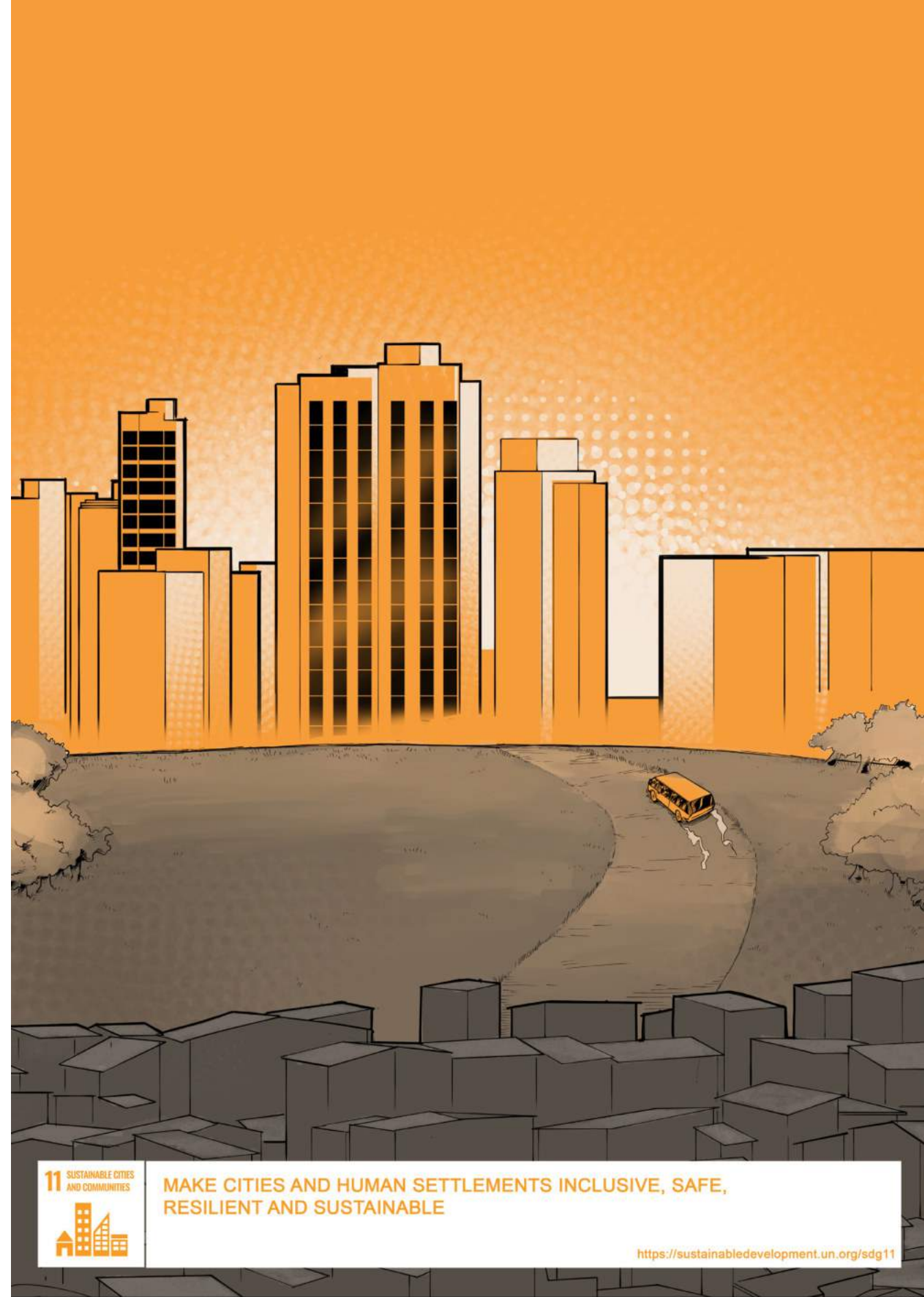
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TODAY MORE THAN HALF OF THE WORLD POPULATION IS LIVING IN CITIES. THAT FIGURE RISE TO ABOUT TWO-THIRDS OF HUMANITY BY THE YEAR 2050.

CITIES ARE GETTING BIGGER AND BIGGER. A LOT OF PEOPLE LOVE CITIES; THEY'RE CENTERS OF CULTURE FOR BUSINESS AND LIFE BUT THEY'RE ALSO OFTEN CENTERS OF EXTREME POVERTY.

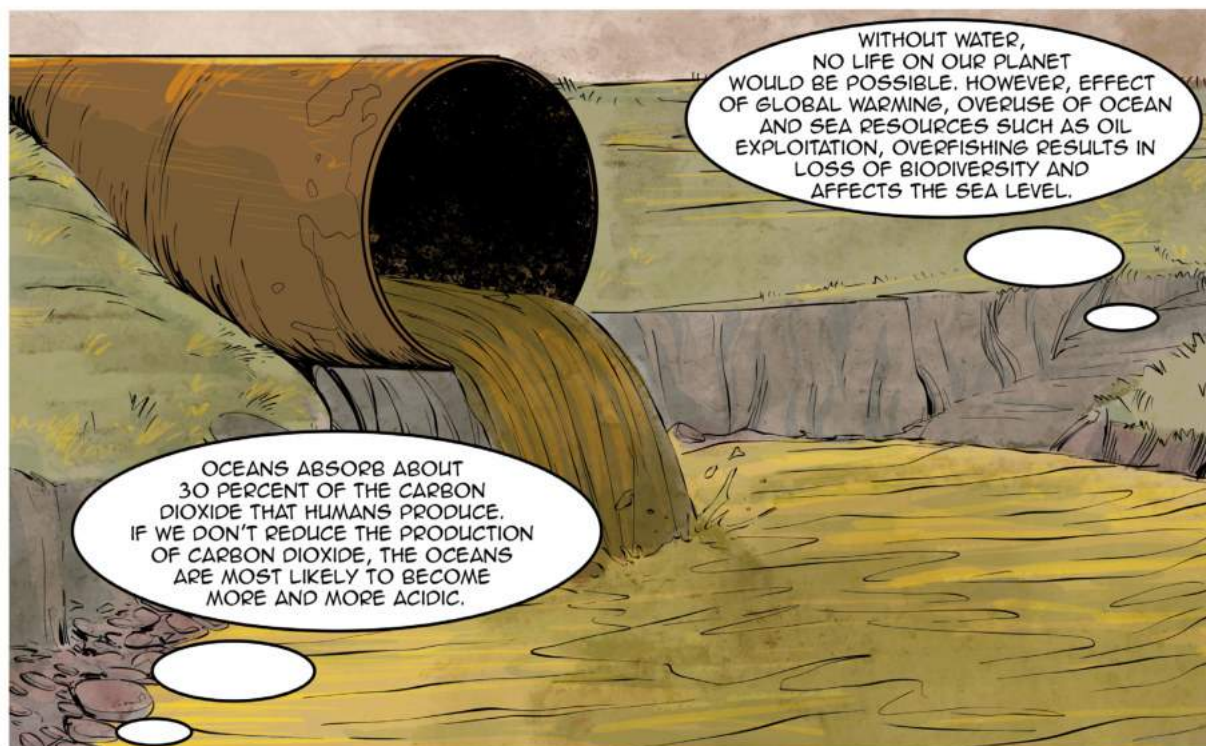


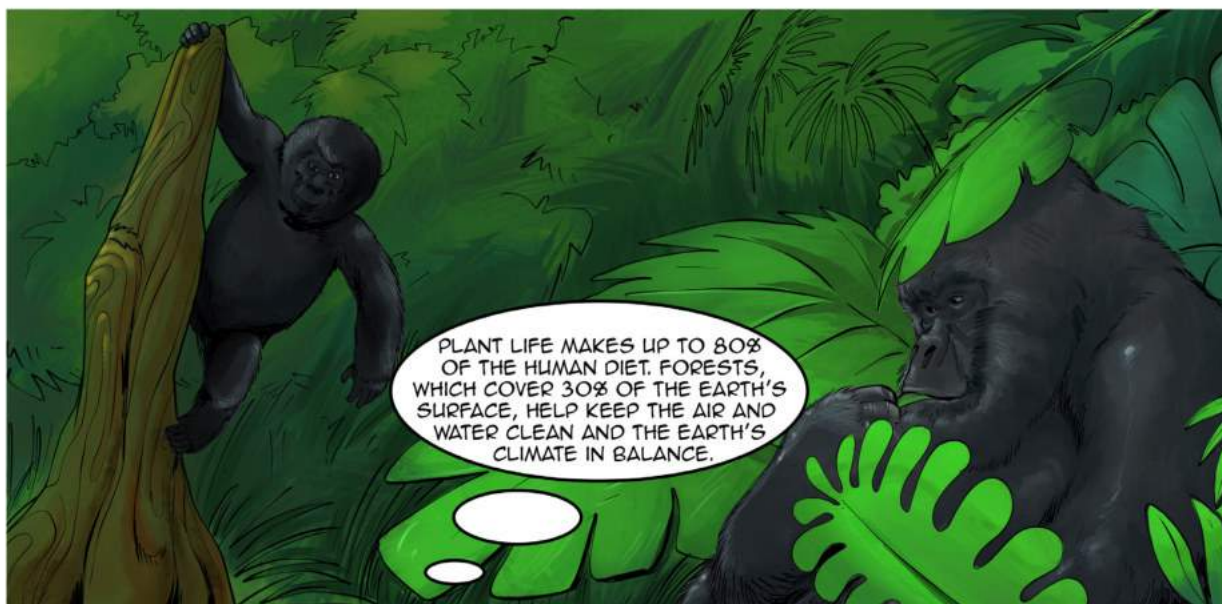
MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

<https://sustainabledevelopment.un.org/sdg11>









PROTECT RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

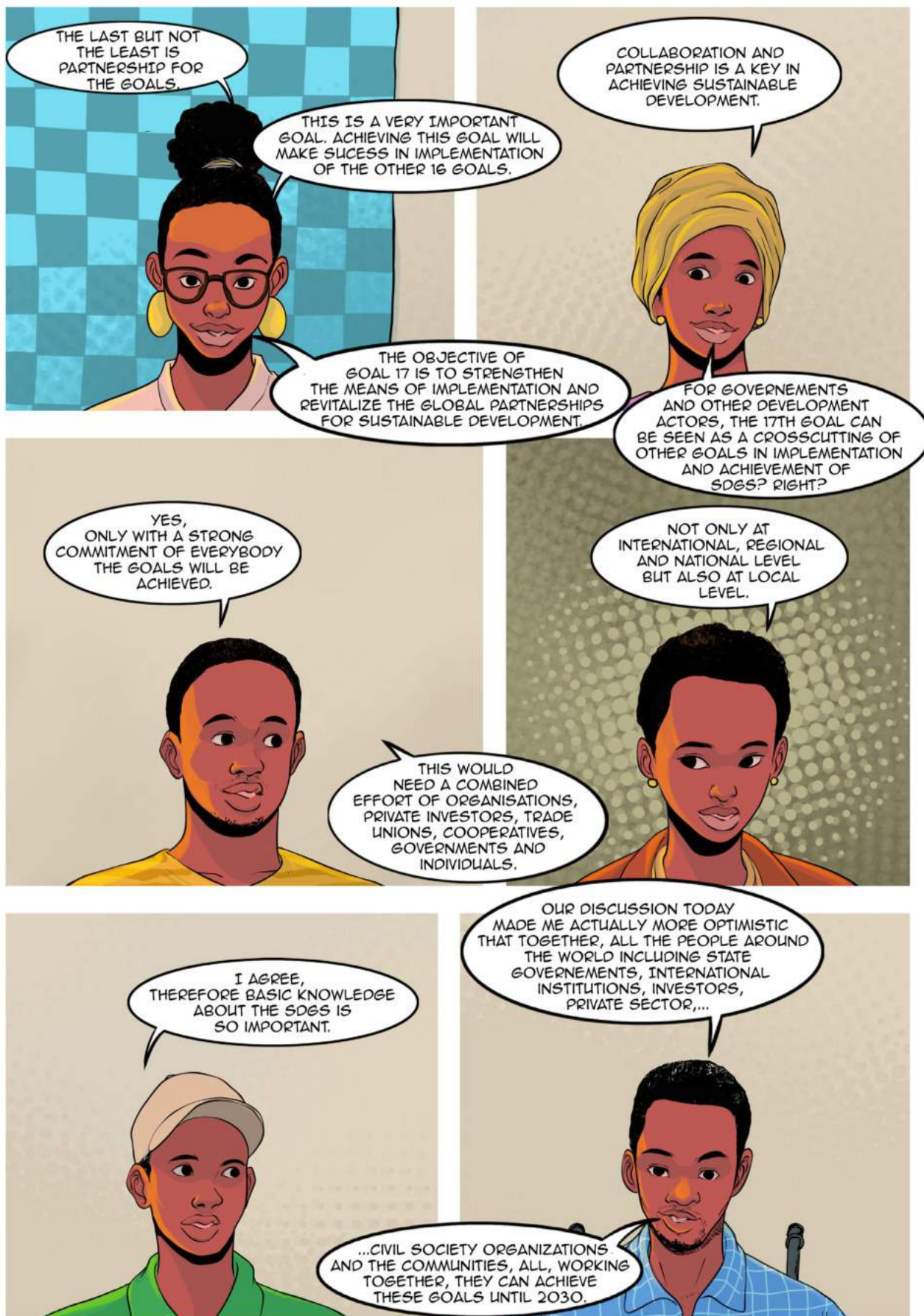
<https://sustainabledevelopment.un.org/sdg15>



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

<https://sustainabledevelopment.un.org/sdg16>



17 SUSTAINABLE DEVELOPMENT GOALS

SHORT OVERVIEW

You can find the original version on
www.sustainabledevelopment.un.org

1 NO POVERTY



Goal 1: **No Poverty**

Today, more than 750 million people worldwide live in (extreme) poverty. They do not have enough means to cover their basic needs. They face various challenges as they cannot afford enough food or shelter with severe consequences for their health and often social exclusion.

Poverty has also to do with the lack of access to important basic services especially to education and with the lack of job opportunities.

Goal 2: **Zero Hunger**

Even today, hunger is an unsolved worldwide phenome. Especially children are suffering from hunger.

There is a human right to protecting the right for human beings to feed themselves in dignity. People should have access to enough food that meets the individual dietary needs.

2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



Goal 3: **Good Health and Well-being**

Major diseases (e.g. Malaria, SIDA, COVID-19, Tuberculosis) are reasons for the deaths of million people, especially children, every year. Half of the global population has no access to basic health services.

An illness, the lack of medical treatment or high costs for medical services are often reasons to push people into (extreme) poverty.

Goal 4: **Quality Education**

For the brain development of every child an early and ongoing education is important. But education is not only needed in primary and secondary schools: the education system should provide lifelong learning opportunities.

Societies where the gap between well-educated and less educated people is small are more inclusive.

In general, these societies are often more developed, more successful in creating jobs and in providing a sustainable social welfare state.

4 QUALITY EDUCATION



5 GENDER EQUALITY



Goal 5: **Gender Equality**

The UN says, "Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world." Therefore, societies should work continuously to fight against gender inequality, sexual violence and exploitation.

More gender balance would help them achieve more success in the education system, in work assignments, in politics and overall, in access to equal opportunities.

Goal 6: **Clean Water and Sanitation**

Like the right to food (Goal 2) access to water and sanitation is recognized by the member states of the United Nations as a human right. Without water, there is no life on Earth. Every single person needs water, for drinking, to produce and to clean food, for hygiene etc. Water is a fundamental basic in every person's life.

The efficient use and management of water remain important to ensure the growing demand of water worldwide. Promoting basic sanitation service by 2030 would require a lot of progress and huge investments.

7 AFFORDABLE AND CLEAN ENERGY



Goal 7: **Affordable and clean Energy**

Most developed countries have built their economic wealth on fossil fuels and nuclear power with all the negative effects like air pollution, global warming etc.

It's only recently that they get more aware about climate change trying to find alternatives and switching to renewable sources of energy like solar power and wind energy.

Goal 8: **Decent Work and Economic Growth**

In some countries having enough decent work is still a dream: Many people work under critical circumstances and do not receive a salary what allows them to get out of poverty. Forced labor, slavery and human trafficking are the worst ways of work, still existent in the 21st century.

6 CLEAN WATER AND SANITATION



8 DECENT WORK AND ECONOMIC GROWTH



Decent work leads not only to personal development but also to social freedom, development and social cohesion.

Ensuring that people get access to the labor market by finding a decent and fair paid job, where workers rights are respected, will help to decrease extreme poverty (Goal 1) and promote social justice.

Goal 9: **Industry, Innovation and Infrastructure**

Sustainable development can happen if there is a fair and organized flow of information, goods and technologies, not only between developed and developing countries but also between cities and rural areas.

In an interconnected world, where rules and regulations are fair and accepted, the infrastructure can foster trade and improve the creation of employment opportunities for decent jobs in the whole world.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



Goal 10: **Reduced Inequality**

All Human beings have the same rights and there should be no inequality based on sex, age, ethnicity, religion etc. Therefore, the social, economic and political inclusion of all stays important.

People have to be empowered and trained to understand and accept the positive aspects of diversity.

Goal 11: **Sustainable Cities and Communities**

The target is to make cities and human settlements inclusive, safe, resilient, and sustainable.

Everybody should have access to safe and affordable housing. Policies all over the world need to find answers especially for the fast-growing cities. Migration from rural to urban areas plays an important role.

11 SUSTAINABLE CITIES AND COMMUNITIES





Goal 12: **Responsible Consumption and Production**

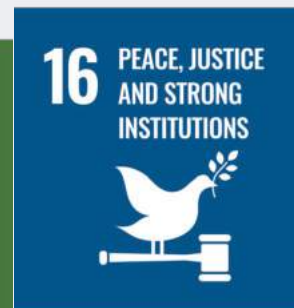
Worldwide the consumption has grown rapidly, in total but also per capita. Urgent action is needed to avoid overuse of natural resources which leads to the degradation of environmental resources.

Policies need to be implemented to improve resource efficiency, reduce waste and mainstream sustainability practices across all sectors of the economy.

Goal 13: **Climate Action**

Greenhouse gas emissions are raising faster than expected and climate change and its effects are clearly felt worldwide, like rising of sea levels which cause flood or droughts leading to more hunger. Far more ambitious plans and accelerated action are needed to mitigate greenhouse gas emissions and to adapt to its effects.

Especially the least developed countries need much more support financially but also in terms of capacity to better cope with the impact of global warming – before it's too late.



Goal 16: **Peace, Justice and Strong Institutions**

The goal is targeting at a more peaceful and just world. To reach that stronger judicial systems are needed to enforce laws and work towards a more peaceful and just society.

State and Community actors should work together to reach the goal.

Goal 17: **Partnership for the Goals**

To achieve the 17 Sustainable Development Goals a strong partnership and enhanced international cooperation is needed to ensure that sufficient means exist to provide all countries the opportunity to achieve the Sustainable Development Goals.



Goal 14: **Life below Water**

Overfishing and acidification are major challenges, aggravated by lack of proper waste management global warming, e.g. coral reefs, habitat for many important fish species, are dying because of an increased water temperature.

All this affects directly the livelihood of millions of fishermen and their families who depend on a functional marine ecosystem.

**SUSTAINABLE
DEVELOPMENT GOALS**

You can find the original version on
www.sustainabledevelopment.un.org



BIOGRAPHY FREIDRICH-EBERT-STFTUNG RWANDA

FES Rwanda:

The Friedrich-Ebert-Stiftung (FES) is a non-profit German foundation funded in 1925 by the Government of the Federal Republic of Germany. FES is named after Germany's first democratically elected President, Friedrich Ebert, and committed to the advancement of both socio-political and economic development in the spirit of social democracy, through civic education, research, and international cooperation.

Since mid-2018 FES is providing capacity strengthening and engagement of civil society organizations, policy makers, public servants, members of Parliament and other interested stakeholders for their contribution towards realization of social protection, good governance, decentralization and citizen participation programs in addition to discussing on issues critical to sustainable development, workshops, conferences and seminars of relevant stakeholders.

FES is working closely with the Ministry of Local Government (MINALOC) to conduct evidence-based research after approval by the concerned institutions. FES is making its international network available for sharing expertise, knowledge, best practices, experiences and lessons learnt on the implementation of Sustainable Development Goals in areas within the mandate of the Ministry of Local Government.



GRAVITY
STUDIOS

BIOGRAPHY GRAVITY STUDIOS RWANDA

We are the leading Rwandan creative agency helping businesses and other institutions to find the best creatives to work on their projects. We understand the clients need and help them find the best creative to put their ideas into life.

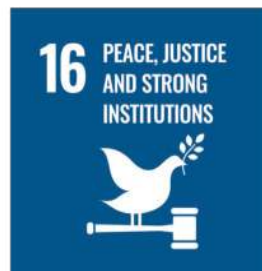
Our database of creatives includes: Illustrators, writers, digital painters, graphic designers, videographers and animators.

Gravity Studios Rwanda also provide supervision to the implementation of the project to ensure quality and smooth communication between the two parties.

For more information,
www.gravity.rw

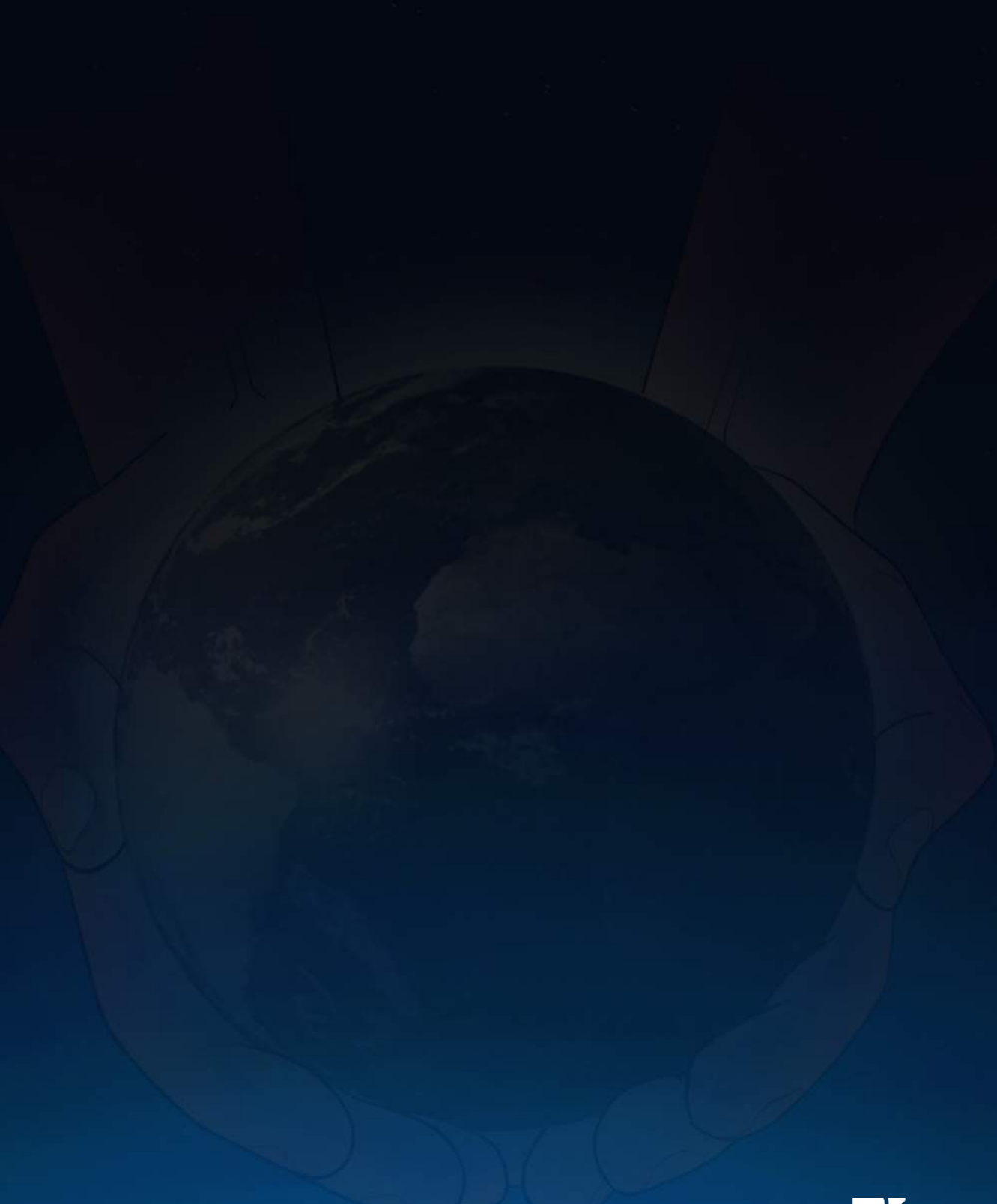
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