



SUSPEND YOUR DISBELIEF

Introducing The Awesome
Anthropocene Goals



AWESOME

/ˈɔːs(ə)m/

adjective

extremely impressive and exciting;
inspiring awe

ANTHROPOCENE

/ˈænθrəpəˌsiːn/

adjective

relating to or denoting the current
geological age, viewed as the period
during which human activity has
been the dominant influence on the
geological record; the human age

GOAL

/ɡəʊl/

noun

the object of ambition or effort;
an aim or desired result



The Awesome Anthropocene Goals are wildly optimistic, deliberately ambitious and far beyond where we are today.

<div>01.</div> <div>Universal Decent Income for All</div> <div></div>	<div>02.</div> <div>Food is a Source of Joy</div> <div></div>	<div>03.</div> <div>100 Years of Good Health</div> <div></div>	<div>04.</div> <div>Everyone's Potential is Possible</div> <div></div>	<div>05.</div> <div>Gender is a Source of Joy</div> <div></div>
<div>06.</div> <div>All Life has a Right to Water</div> <div></div>	<div>07.</div> <div>100 Terawatts of Clean Energy</div> <div></div>	<div>08.</div> <div>Mission Markets & Meaningful Work</div> <div></div>	<div>09.</div> <div>Ultrastructure Everywhere</div> <div></div>	<div>10.</div> <div>Distributive Societies</div> <div></div>
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READ THIS FIRST:

Thinking about the future isn't easy. We're asking for the benefit of your doubt and the gift of your imagination.

Please, suspend your disbelief for a moment.

You're reading a chronicle of a future far better than is believable today. It's beautiful, rousing and hopeful by design.

But, in our current mire of anxiety and outrage at the state of the world, it takes an act of willpower to imagine what humanity might want, deserve and could achieve. Perhaps the horrors, cruelties and selfishness of people means you no longer believe humanity deserves a future at all, let alone an awesome one?

Thinking about a better future might even feel like a betrayal of the suffering and destruction happening right now?

We felt the same while creating these goals. We worked through those feelings, despite our discomfort, and we hope you read on, out of your own comfort zone. Because you deserve a better future, everyone does, and so does all life on earth. We gave ourselves permission to imagine that, and we hope you take the same privilege.

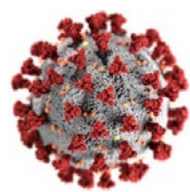
Remember, this is a world we may never experience. Most suffragettes never voted, few civil rights leaders saw the first black US President, inventors of electricity worked by candlelight. We set these goals for a world we likely won't live long enough to see. That's a humbling, and thrilling, thought.

The Anthropocene means 'the age of humans', and it could be an apocalypse...or it could be awesome.

We chose the second option.

CHANGE HAPPENS

We have an ancestry of awesome to draw upon. Change is inevitable, and all through history people have chosen to shape it



12 months

for a vaccine to SARS-CoV-2, the virus that causes COVID-19.

65 years

for child mortality rates to decline five-fold to 4.5% from 22.5% globally.

1 lifetime

Ronald McNair, who was banned from the library as a black child in segregated USA, went on to become an astronaut, and had the same library named after him.

20 years

for more than 1.2 billion people to be lifted out of extreme poverty.

9 years

for more new renewable energy capacity being built than coal, oil & gas combined.

66 years

from the first successful plane flight to a man landing on the moon.

2 years

for nations of the world to sign the Montreal Protocol on Substances that Deplete the Ozone Layer after discovering the Antarctic ozone hole in 1985.

20 years

after the idea was first proposed, scientists have finally unveiled the first image of a black hole .

7 years

from President John F Kennedy’s ‘We choose to go to the moon’ speech to Neil Armstrong walking on the moon.

5 weeks

for another 9,500 electric buses in China, the equivalent of London’s entire bus fleet.





WHAT ARE THE AWESOME ANTHROPOCENE GOALS?

The Sustainable Development Goals were set in 2015 as the 'to do list' for humanity to achieve by 2030. 17 huge goals with 169 specific, measurable and timebound targets beneath them, debated and then adopted by 193 countries.

There has been real progress on achieving some of those targets, and many others are further out of reach than in 2015. In Futerra, we work everyday with our clients, partners and friends to try and fulfil the SDGs, and we are very aware of how challenging that can be.

They are hard to reach, and it's sometimes difficult to imagine ever doing so. But reaching them also isn't enough. We must have the collective courage to demand what we want, not just what we want less of. Each of the SDGs seeks to ameliorate a serious problem, many of which have plagued humanity for centuries, others confronting newer threats. But if...when... we reach them, what then? What should humanity strive for, beyond reducing the worst?

The Awesome Anthropocene goals aren't utopian imaginings or wishful thinking that the problems would go away. They are a first attempt to say what's next, what should we hope to gain rather than just avoid.

They are an exercise in mindset change – of seeing beyond the problem and instead looking to the solution.

This is the first edition of these goals, published in March 2022. Following your feedback we will edit, build and grow our thinking.

This work spans across the wide and complex fabric of human life on earth. Touching on deeply held beliefs and cultural norms within our societies and exploring technical realities within our global systems. We acknowledge that some of the ideas and concepts presented may trigger strong emotions and reactions in you. Please know that our intention is not to minimise the immense challenges we face nor to ignore the complexities of the subjects involved. We ask you to 'suspend your disbelief' as you read them and allow yourself the audacity to hope.

To create a better future, you must be able to imagine it. With this driving thought the Awesome Anthropocene Goals are here to provide a much-needed view of the possibilities and positive futures we could be aiming for after the Sustainable Development Goals have finally been met. Futerra will continue to work, every day, to achieve those SDGs, driven by these visions of our awesome future.



BIAS DISCLOSURE

The authors of this report acknowledge our cultural biases and therefore the non-universality of our insights.

As much as we have tried to incorporate work and a diversity of imagination from across the globe, these Awesome Anthropocene Goals are still from a very limited cultural/geographical perspective and small scope of lived experience.

All authors attended secondary education, not all have English as a first language, all would be considered ‘higher income’ within their country.

We are eager to see edits, builds and alternatives to these visions, embedded with wider and unique insights, lived experience and cultural perspectives.

We will actively seek ways to include (and compensate) insights from identities and experiences different to our own.

[Note: Futerra commits to include Bias Disclosures to all our future reports, research and thought leadership.]

INVITATION:

We believe the endeavour of thinking beyond the SDG’s is important. Please consider these Awesome Anthropocene Goals to be an invitation to set your own visions.

What would awesome look like for you in 2050?

Some suggested guidance from our experience...

- Think in terms of post ‘current’ problem.
Take SDG 3 for example, if we truly achieved an end to hunger, ensuring that all people, especially those most vulnerable, have access to safe, nutritious and sufficient food. What would that unlock and enable people to do?
- How do we make things radically better and not just less bad?
- What are some of the solutions and actions in existence today that mean we could realistically push beyond and get to an Awesome Anthropocene?

BEYOND THE SUSTAINABLE DEVELOPMENT GOALS

These Awesome Anthropocene Goals go beyond the 2030 SDGs in terms of time, they are visions of a 2050 when the SDGs have been achieved and we are collectively working towards an even better future.

We have organized our vision as a linear progress from the current SDG goals and targets and towards what is next. Because the globally agreed SDGs are the best starting point for this exercise.

However, we also go beyond the SDGs in another way. There are some pressing issues that we cannot imagine a better 2050 without addressing, but which aren't included in the SDG's. So, we have added three goals on LGBTQIA+ experience, space exploitation and AI.

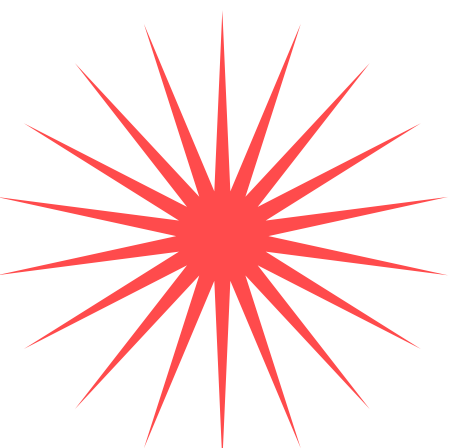
We also acknowledge that the SDG language includes binaries (especially on gender) that don't reflect our vision for 2050. Please note our additional AAG 18.





HOW TO USE THESE AWESOME ANTHROPOCENE GOALS:

Activists We hope these AAGs inspire and fuel you in your pivotal work. They can also be used to 'reset' debates on minimum ambitions and expectations.	Academics We invite you to challenge, build upon and remake these goals. These goals may also inspire further research into possible futures.	Families What future do you want? These AAG's can be a tool for reducing children's anxiety about the future and sparking their own imaginings of a better tomorrow.	Storytellers Chronicles of the future can be thrilling. The personalities, journeys and conflicts these AAGs will generate are the stuff of epic stories.
Businesses These AAGs are the greatest entrepreneurial opportunity imaginable. As you plan SDG strategies, make space to invent visionary solutions beyond them.	Organisers This visioning process is likely familiar to many organisers, and we hope these AAGs help your local, street level, real planning for better.	Educators These AAGs are an invitation to others to create their own future vision. We hope educators can use these AAGs to inspire young people to create their own.	Policy Makers Implementing the promises in the Sustainable Development Goals and targets is urgent and necessary. We suggest using the AAGs for inspiration and the SDGs for action.
Scientists Are these possible? If not, what would need to be true to make them so? The pandemic vaccine process proved what is possible, at speed. What other breakthroughs can we accelerate?	Creators These AAGs are only imaginable because of makers, inventors, entrepreneurs and creators. Please create the ideas, tech, places, mindsets and materials the future needs.	Students What did we miss? What should we add? Please research, invent, debate and create your own versions of these AAGs. And if we got it wrong – correct us.	Everyone The future can, and should, be better than today. But if we want an awesome Anthropocene we need to imagine better, and then make it happen!



LOOK OUT FOR THESE 'HOW HARD TO IMAGINE' BOXES!	Creating these goals was taxing - intellectually, emotionally and even spiritually. Thinking 'past' the current threats, inequities and destruction felt uncomfortable in the extreme. As if by imagining those problems had already been solved, we betrayed those currently suffering them.	We hope that sharing our challenges will help you to suspend your own disbelief and fully engage in the visioning process. Thinking of how the world could be a better place isn't a weakness if you're working to make it so.
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THE GOALS:



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HOW THIS REPORT WORKS:

For each goal, we start by recapping the 2030 SDG and what the world will look like once it has been achieved. We then define the corresponding Awesome Anthropocene Goal – what we could strive for once the SDG has been reached – as well evidence and signals that give us hope that it is possible to achieve.





Goal by 2030:



End poverty in all
its forms everywhere

**WHEN THE SDG IS
REACHED, WE WILL
HAVE ACHIEVED;**

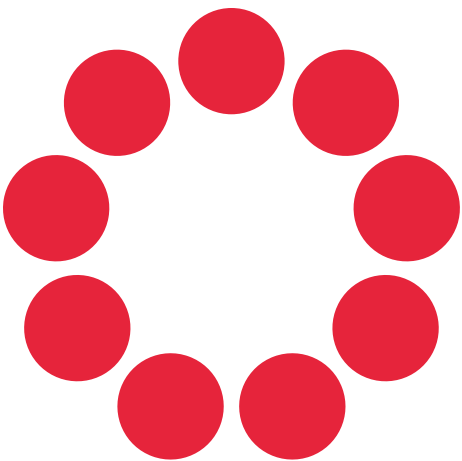
The eradication of extreme poverty for all people everywhere and no one lives on less than \$1.90 a day.

There are equal rights to economic resources and increased access to basic services for all men and women

There is substantial coverage of nationally appropriate social protection floors and systems for all, meaning the most vulnerable in our societies are covered.

There is a significant increase in the total government spending on essential services (education, health and social protection)

Awesome by 2050:



A universal
decent income
for all

**WHAT WE SHOULD
STRIVE FOR, AFTER
THE SDG IS REACHED;**

Everyone has unconditional access to an income that goes beyond basic to one of decent value allowing for a better quality of life.

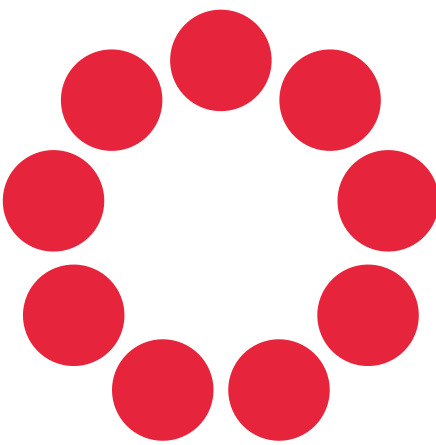


What do we mean by *a universal decent income for all?*

A Universal Decent Income provides unconditional access to an income that enables people to not just meet basic needs but enables discretionary spending that enhances quality of life and creates opportunity for personal development.

A decent income guarantees access to all the human ‘hierarchy of needs’ – including childcare, leisure, education, travel, community engagement, caring duties, wellbeing and creativity.

Universal Basic Income proposals are often at, or just above, poverty line calculations and are an excellent mechanism to fulfil SDG 1. The definitions of ‘basic’ needs are just that – the minimum required to house, feed, clothe etc. A Universal Decent Income will progress beyond these basics of poverty alleviation to decent quality of life.



HOW HARD WAS THIS TO IMAGINE?

Working on the no poverty linked AAG was incredibly tough, especially as the pandemic has triggered reversals in poverty reduction, while rising inequality and inflation costs are challenging the stability of people’s basic needs.

However, the 2030 SDG targets are very clear and bold, which helped us imagine where next after they had been achieved.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because for the last 20 years, the number of people living in poverty globally has been decreasing, from 36% to 9.2%. *(World Bank Blogs, 2020)*
- 02

Because global social assistance and insurance measures have risen by over 100%, and active labour market interventions by over 330% between 2020-2021. *(King's College London, 2021) (World Bank 2021)*
- 03

Because social assistance in the form of cash transfers is the most dominant policy measure, there are now over 734 such programmes in 186 countries. *(King's College London, 2021) (World Bank 2021)*
- 04

Because multinational companies like Unilever have acted by making a commitment that anyone directly supplying them must pay a living wage to workers by 2030. *(Unilever, 2021)*
- 05

Because in the UK over 6,000 companies have joined the Global Living Wage Foundation, lifting 260,000 workers onto a Living Wage and putting over a billion pounds back into the pockets of low-paid workers. *(Living Wage, 2020) (Living Wage, 2021)*
- 06

Because Universal Basic Income is gaining traction across the globe – Spain offers monthly payments of €1,015 to the nation's poorest families. *(Nature, 2020)*
- 07

Because a coalition of mayors across America are experimenting with UBI payments. 'Mayors For a Guaranteed Income' found that income volatility declined, and full-time employment doubled when they gave citizens no questions asked cash. *(Fast Company, 2021)*
- 08

Because giving just 75 cents a day to Kenyan villagers reduced food insecurity, sickness, and even depression and demonstrates that even a small amount of cash can increase health and well-being. *(Mashable, 2020)*
- 09

Because a “universal development commitment” from all countries – rich and poor alike could unlock \$500 billion per year for global development. This would require rich and poor nations to commit between 0.7%-0.1% of gross national income, these additional resources could lift the remaining 750 million people out of \$1.90-per-day poverty. *(Project Syndicate, 2020)*
- 10

Because a recent study found that giving cash payments to low-income families increased brain activity in babies. Offering evidence that poverty itself holds children back from their earliest moments, and cash payments could offer a solution. *(New York Times, 2022)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 11 Because a UN Report found that India had lifted 271 Million people out of multidimensional poverty within in a decade. Aside from a lack of money, multidimensional poverty encompasses other factors such as poor health & nutrition, water & electricity access, education etc. ([*Forbes, 2019*](#))



Make a start:

Imagining this awesome future assumes the Sustainable Development Goals, and their targets, are all fully achieved by 2030. For businesses and individuals seeking to contribute to the SDG's we recommend these actions from the UN Global Compact's [Blueprint for Business Leadership on the SDG's and the Good Life Goals](#).



United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Create secure and decent jobs
Engage in the creation of secure and decent jobs, especially in least developed countries and for vulnerable people

02.


Empower disadvantaged groups
Implement programs to economically empower disadvantaged groups

03.

Ensure decent working conditions
Ensure decent working conditions for all employees across the business and supply chain

04.

Create goods that improve lives
Create and market goods and services that specifically cater to, and aim to improve the lives of, vulnerable groups



1 HELP END
POVERTY

IF YOU ARE AN INDIVIDUAL

—

Learn about the causes of poverty at home and abroad

—

Share and donate what you can

—

Buy from companies that pay people fairly
e.g. prioritize purchases from Living Wage employers.

—

Save borrow and invest responsibly

—

Demand decent wages & opportunities for all
e.g. write to your elected officials to advocate for Living Wages



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

An end to hunger. By ensuring that all people, especially the most vulnerable have access to safe, nutritious and sufficient food.

Ended all forms of malnutrition, by meeting the nutritional needs of adolescent girls, pregnant and lactating women and older persons.

We have doubled agricultural productivity and the incomes of small-scale food producers.

Food production systems are sustainable, and we have implemented resilient agricultural practices that maintain ecosystems strengthen capacity for climate adaptation and progressively improve land and soil quality.

Awesome by 2050:



Food is a source of *joy*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

The food we eat is a celebration of the community who made it. With each bite, we regenerate nature and fortify our bodies.



What do we mean by *food is a source of joy?*

Every meal we eat is a celebration of the farmers and communities who made it possible. It is complete nourishment of body and mind. With every bite we regenerate nature and fortify the whole body, enabling good health for all at every life stage.

Seeing food as a source of joy means seeing every aspect of the food system as an opportunity to enrich life. This includes advancing health and enriching nature, but also empowering communities to produce food in a way that honours and celebrates local cultures and traditions.

Ease of access to food that’s been produced locally, equitably and in a smart and regenerative food system, leaves no one wanting and everyone able to take full joy in the food they eat.

When hunger is no longer a reality, we can focus not on if people can eat but what and why people eat.



HOW HARD WAS THIS TO IMAGINE?

This SDG is so close to the heart. It is so frustrating to see the mountains of food waste contrasted with communities unable to access good food due to the entrenched inequalities in the food system, as well as the millions of smallholder farmers currently living in poverty.

It was hard to allow ourselves to imagine post those painful problems

But imagining hunger had been eradicated gave us an inspiring jumping off point. If the world’s basic food needs are met – what comes next? This led us to the concept of joy – because that is the gift our food and drink can give us.



The Evidence and Signals

Current breakthroughs and achievements give us hope that this AAG is possible

- 01

Because if we farmed just 2% of the ocean, we could provide enough protein to feed a world population of 12 billion people! Seaweed is extremely protein rich, low in fat, low in carbohydrates, and rich in vitamins, zinc and iron. *(United Nations, 2020)*
- 02

Because a group of more than 30 leading scientists on planetary sciences, agriculture and nutrition have provided a roadmap to achieve planetary health diets for nearly 10 billion people by 2050. *(The EAT Lancet Commission on Food, Planet, Health)*
- 03

Because venture capital investment in food and agriculture start-ups has doubled since 2019, reaching \$22.3 billion in 2020. *(CNBC, 2021)*
- 04

Because researchers found that combining solar power and microbes could produce 10 times more protein than crops such as soya beans. *(The Guardian, 2021)*
- 05

Because using only 10% of a city’s urban green space and gardens to grow food could provide 15% of the local population with five portions of fruit or vegetables per day. *(CNBC, 2020)*
- 06

Because vertical farms, including systems that plant, grow, and harvest food autonomously, can use as little as 1% of the land that a conventional farm would use to grow the same amount of food. *(Fast Company, 2021)*
- 07

Because by revitalising 150 million hectares of degraded agricultural land with new subsidies focused on restoration, we could generate \$85 billion in net benefits, provide \$30-\$40 billion each year in extra income for smallholder farmers and grow additional food for nearly 200 million people. *(World Resources Institute, 2021)*
- 08

Because researchers have found that eating a MIND diet, rich in plant based food may reduce a person’s risk of developing Alzheimer’s disease dementia. *(Science Daily, 2021)*
- 09

Because Nestlé’s income accelerator program will provide farmers with cash incentives up to CHF 500 for two years, it aims to tackle child labour risks and improve the livelihoods of cocoa-farming families, while also advancing regenerative agriculture practices and gender equality. *(Nestle, 2022)*
- 10

Because we produce more than enough food to go around, its just distributed unequally. The World Food Programme Innovation Accelerator has scaled up 11 different innovations that the UN says are helping 1.4 million people around the world—and that reach is growing. *(Forbes, 2020)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 11

Because a WFP Accelerator initiative is making it possible for Sahrawi refugees to farm plants using simple hydroponic units that use 90% less water than conventional farming, the H2Grow has now rolled out to seven countries. *(Forbes, 2020)*
- 12

Because the FAO says that aquaponics (a combination of hydroponics and fish-farming) is more productive, less water-intensive, and eliminates the need for soil, pesticides, and synthetic fertilizer, and can be done in drought-prone areas. *(FAO, 2014)*
- 13

Because in America the EPA's Excess food opportunities map identifies 1.2 million potential excess food generators and connects them to some 4,000 recipients, including anaerobic digestions facilities who make energy from unavoidable wasted food. *(Environmental Protection Agency, 2019)*



Make a start:

Imagining this awesome future assumes the Sustainable Development Goals, and their targets, are all fully achieved by 2030. For businesses and individuals seeking to contribute to the SDG's we recommend these actions from the UN Global Compact's [Blueprint for Business Leadership on the SDG's and the Good Life Goals](#).



United Nations
Global Compact

IF YOU ARE A BUSINESS

01.


Support sustainable small-scale agriculture
Support farmers to increase yields and incomes from sustainable, small-scale agriculture

02.

Improve food systems to end hunger
Alter food manufacturing, distribution and retail to contribute to ending malnutrition and hunger in all communities surrounding company operations

03.

Eliminating food waste
Work towards eliminating food waste and loss



2 EAT BETTER

IF YOU ARE AN INDIVIDUAL

—

Learn about how we farm, fish and make our food

—

Enjoy more fruits and vegetables, up the diversity of your food

—

Buy local, seasonal and fairly traded food

—

Help children, elderly people and pregnant women to eat well

—

Demand an end to global hunger



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

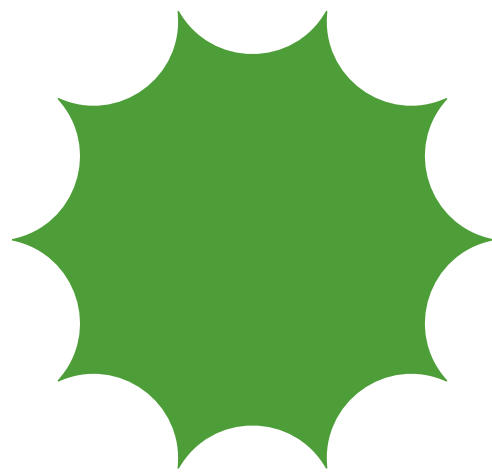
There is universal health coverage and people have access to quality health services without financial hardship.

Wellbeing focused lifestyles, wide-spread preventative treatments and increased focus on mental health.

We have reduced premature mortality rates from non-communicable diseases like heart disease, cancer, diabetes, chronic respiratory disease or suicide by a third.

A substantial reduction in the number of deaths and illnesses caused by hazardous chemicals, air pollution, water and soil pollution and contamination.

Awesome by 2050:



Everyone expects *100 years* of good health

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

A wellness economy makes 100 years of good health the expected new normal for everyone.

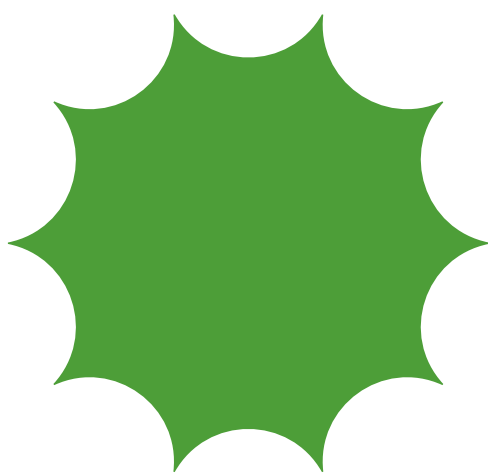


What do we mean
by *everyone*
expects 100 years
of good health?

With a new perspective and value attributed to human health, governments globally put their citizens’ health and wellbeing at the heart of growth agendas. Advancements in modern medicine are exponential. Equitable and affordable access to healthy food, medical treatment and lifestyle advice is the default for all.

One hundred years of good health becomes the new benchmark for a well-functioning society.

All of this means 100 years of good health is the expected new normal – for everyone.



HOW HARD WAS THIS TO IMAGINE?

This goal was challenging, especially given that the COVID-19 pandemic has shone a harsh light on health inequalities. Inequitable vaccine distribution has left billions of people more vulnerable to the virus and lower paid members of the workforce have been disproportionately affected. This mirrors other public health disparities experienced by those on low incomes and traditionally excluded communities.

The negative health impacts of climate change, poor air quality and pollution, for example, disproportionately affect these groups. Looking at the current landscape, it seems that overlapping injustices are exacerbating health disparities.

However, the words ‘for all’ in the SDGs helped us to start envisioning a better path ahead.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because of the 60 million lives lost around the globe each year 30 million are attributed to conditions that are reversible if caught early. *(Fast Company, 2021)*
- 02

Because researchers are using AI to predict and map the 20,000 protein structures contained in the human proteome, meaning that we can transform our understanding of how life works and how we treat disease. The fact that it was taking six months per structure and now it takes a couple of minutes means a medical revolution could be in sight. *(BBC, 2021)*
- 03

Because The Wellbeing Economy Governments (WEGo) group now consists of five key governments: Scotland, Finland, Iceland, Wales and New Zealand. All working towards a Wellbeing Economy, delivering human and ecological wellbeing. *(Wellbeing Economy Alliance, 2020)*
- 04

Because good health is good for the economy. Poor health costs around 15% of global real GDP from premature deaths and lost productive potential. *(Harvard Business Review, 2020)*
- 05

Because experts are predicting 200-year lifespans with the convergence of four tech breakthroughs - Genetic Engineering, Regenerative Medicine, Connected Wearables, and Health Data intelligence, all forming a powerful antidote to aging. *(Fast Company, 2021)*
- 06

Because The WHO has endorsed the widespread rollout of the first malaria vaccine, in a move experts hope could save tens of thousands of children’s lives each year across Africa. *(The Guardian, 2021)*
- 07

Because we can make vaccines for global pandemics in just 12 months. One year on, healthcare workers have delivered more than 7 billion doses of the COVID-19 vaccine globally. *(Medical News Today, 2021)*
- 08

Because the mRNA technology behind some COVID-19 vaccines could revolutionize efforts to immunize against HIV, malaria, influenza and more. The technology may also prove to be a powerful weapon against hard-to-treat cancers. *(Nature, 2021)*
(National Geographic, 2021)
- 09

Because we have witnessed achievements toward greater healthcare coverage i.e., Rwanda has expanded its public and community-based health insurance program, now including almost 90% of the population, and the United States have extended health care coverage to an additional 30 million Americans through their Affordable Care Act. *(Strategy&, 2021)*
- 10

Because at the global level, between 1950 and 2017, life expectancy increased on average from 48 years to 70 years for men and from 53 years to 75 years for women. *(Health Data, 2018)*



Make a start:

Imagining this awesome future assumes the Sustainable Development Goals, and their targets, are all fully achieved by 2030. For businesses and individuals seeking to contribute to the SDG's we recommend these actions from the UN Global Compact's [Blueprint for Business Leadership on the SDG's](#) and the [Good Life Goals](#).



United Nations
Global Compact

IF YOU ARE A BUSINESS

- 01. **Ensure health of employees and communities**
Ensure the best possible health outcomes for employees and surrounding communities across own and supply chain operations
- 02. **Develop products to improve health**
Research, develop and deploy products, services and business models for improved health outcomes
- 03. **Improve access to training**
Lead on multi-stakeholder initiatives that encourage healthy behaviours and improve access to healthcare

3 STAY WELL



IF YOU ARE AN INDIVIDUAL

- Learn about, and share, ways to stay healthy
- Wash your hands and exercise regularly
- Stay safe on or near roads
- Value mental health and well-being
- Demand medical care and vaccinations for all



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

Free, equitable and quality primary and secondary education for all girls and boys.

Equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

A substantial increase in the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

Coverage for all learners to acquire the knowledge and skills needed to promote sustainable development.

Awesome by 2050:



Everyone's potential is *possible*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

The full range of every person's unique skills and abilities is unlocked through democratised access to learning and education.



What do we mean by *everyone's potential is possible?*

With everyone now able to access quality education, humanity reaches new levels of capability. The full range of unique skills, abilities, interests and passions of every person is unlocked – an emergence of realized potential.

There is continuous development in information technology, and investment to dismantle any cultural barriers that prevent people accessing the same level of educational opportunities.

As a result, human knowledge is advancing faster than it ever has before.



HOW HARD WAS THIS TO IMAGINE?

This goal was one of the less challenging to imagine.

While there are significant barriers to leap when it comes to accessing quality education, particularly for girls, the SDG gave us an inspiring springboard to imagine what would happen once educational parity was a reality.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because, globally, adult literacy continues to climb towards 90% *(BBC, 2019)*
- 02

Because climate change and sustainable development is increasingly on the curriculum. Italy became the world's first country in 2020 to make climate study compulsory in schools and the pressure is growing for others to follow. *(Reuters, 2021)*
- 03

Because global internet coverage is growing and will soon be fully enabled by satellite technology, bringing remote learning to 500 million out of reach students and enabling full connectivity for online learning. *(Premium Times NG, 2020)*
- 04

Because learning can be fun when social media platforms like Tik Tok are commissioning hundreds of experts and institutions to produce educational content. The hashtag #LearnOnTikTok currently has more than seven billion views *(BBC, 2020) (Fast Company, 2021)*
- 05

Because UNESCO believe that AI will play a pivotal role in helping to realise the promise of personalised learning – the ability to tailor the delivery, the content and the pace of learning to the specific needs of each individual student. *(UNESCO, 2020)*
- 06

Because with secondary education we could lift 420 million people out of poverty *(Global Partnership)*
- 07

Because 160 million more children are in schools and 67 million more children have access to quality teachers thanks to the Global Partnership for Education who help lower income countries build stronger education systems for the most vulnerable children *(Global Partnership)*
- 08

Because short-cycle higher education programs (SPCs), such as technical degrees, tertiary careers and advanced vocational training programs, could help boost employment and economic recovery, especially in time of crisis like the COVID-19 Pandemic. *(World Bank, 2020)*
- 09

Because a recent assessment of UNICEF's Giga project shows that connected schools not only create educational experiences, but they also lead to increased economic growth in surrounding communities because schools serve as internet connectivity hubs for people of all ages. *(Mapbox, 2021)*
- 10

Because persistence to the last grade of primary education has risen from 67% in 1970 to 83% in 2019, and this is slightly more for girls, according to data from the World Bank. *(World Bank, 2020)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Provide access to training
Ensure that all employees across the business and supply chain have access to vocational training and life-long learning opportunities

02.

Ensure adequate wages for dependants' education
Ensure that all employees across the business and supply chain earn a wage that allows them to support the education of dependants and that there is zero child labour


03.

Implement programmes to support education
Implement programmes to support higher education and access to free, equitable and inclusive primary and secondary education, focusing particularly on disadvantaged groups

04.

Improve education access
Research, develop and deploy products and services that improve educational access and learning

4 LEARN
AND TEACH



IF YOU ARE AN INDIVIDUAL

—

Keep learning throughout life

—

Teach kids kindness

—

Help girls and boys stay in school

—

Support teachers and keep schools open

—

Defend everyone's right to an education



Goal by 2030:



Achieve gender equality and empower all women and girls

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

- The elimination of discrimination in all its forms against women and girls everywhere, we have increased legal frameworks in place to promote, enforce and monitor equality and discrimination on the basis of sex.
- The elimination of violence against women and girls in all its forms, including trafficking, exploitation and sexual abuses.
- More seats than ever before held by women in national parliaments and local governments. Women have full and effective participation and equal opportunities for leadership at all levels.

- Recognition and value of 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.
- Universal access to sexual and reproductive health and reproductive rights for all; women and girls are free to make their own informed decisions.

Awesome by 2050:



Gender is a source of *joy*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Being a woman/girl is a source of joy, in a society of respect, equality and safety.



What do we mean by *gender is a source of joy*?

By 2050, our global culture has shifted to one of acceptance of and respect for women and girls.

When it comes to education, work, recreation or daily living, gender is no longer an issue that holds anyone back or compromises their life chances.

When gender no longer risks women and girl’s safety, or prevents access to opportunities, then it can be a source of joy and positive life experiences.

Beyond that, universal gender freedom unlocks more of the personal joy that should be inherent in all human existence, and the full potential of everyone to make their unique contribution to the world.



HOW HARD WAS THIS TO IMAGINE?

This box is written by the female portion of the authors of this report. During the drafting process, every day brought news of further violence, exclusion, abuse and exploitation of women and girls in our own lives, our communities and across the world. Imagining life without those horrors felt both impossible and yet acutely urgent.

Yet in some ways the answer was simple – without the risks, barriers or fears – being women would be a joy.

That joy is one we imagine being shared by every gender, without fear or exclusion.

We held intense debates about the need to reflect gender expression and include trans womanhood within this AAG, whilst navigating the emerging lexicon around gender, sex and rights. We hope we’ve achieved our aims as authors of this report but acknowledge that some might disagree.

We note the SDGs themselves neglect the entire LGBTQIA+ experience – to the detriment of the SDGs.

We have added an additional AAG below to rectify that.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because women-owned companies are better investments, deliver higher revenue—more than 2 times as much per dollar invested—than those founded by men. *(Forbes, 2019)*
- 02

Because women’s health is creating billion-dollar companies - the Maven clinic became the first U.S ‘unicorn’ dedicated to women’s and family health. *(Fortune, 2021)*
- 03

Because an alliance of more than 60 NGOs has called for the UK government to allow its £11 billion climate fund to pay for “community-based family planning”, recognising that effective family planning can help in tackling the climate, biodiversity and pollution crises and was crucial if women are to take up leadership roles as communities adapt. *(The Guardian, 2021)*
- 04

Because unpaid care and domestic work can contribute more to the economy than the manufacturing, transportation or commerce sectors. *(UN Women)*
- 05

Because France revolutionized the fight against street harassment by passing a law against verbal sexual harassment, it allows law enforcement officers to sanction perpetrators on the spot, instead of leaving victims to wait for a long and arduous trial. *(Forbes, 2021)*
- 06

In Educational Attainment, 95% of this gender gap has been closed globally, with 37 countries already at parity. *(Global Gender Gap Report, 2021)*
- 07

‘THAT GUY’ a new campaign from Police Scotland aims to reduce rape, serious sexual assault and harassment by having frank conversations with men about male sexual entitlement - its video reached 2.8 million views. *(That Guy, 2021)*
- 08

Because the Biden-Harris Administration issued the first-ever national gender strategy to advance the full participation of all people – including women and girls – in the United States and around the world. *(The White House, 2021)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 09

Because educating women on more productive farming accounted for 43% of the decline in malnutrition achieved between 1970 and 1995.

(Council on Foreign Relations, 2004)
- 10

Because Nestlé is dividing cash payments between the farmer and the spouse in their income accelerator programme, in an aim to empower women and improve gender equality. *(Nestlé, 2022)*
- 11

Because recent researched conducted in nine Sub-Saharan African countries confirmed that women's empowerment was positively associated with early child cognitive development, child growth, early learning, and nutrition outcomes. *(PLOS Medicine, 2021)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

- 01. **Prevent gender-based discrimination**
Implement policies and practices that are free from and prevent gender-based discrimination across the workplace, marketplace and community
- 02. **Support women's employment**
Support women's empowerment and strive for gender balance across the business and supply chain and at all levels
- 03. **Develop products that empower women**
Implement programmes to support higher education and access to free, equitable, and inclusive primary and secondary education, focusing particularly on disadvantaged groups
- 04. **Promote gender equality**
Promote gender equality through investment, community initiatives, and advocacy



IF YOU ARE AN INDIVIDUAL

- Learn and share ways to end sexism
- Raise kids to expect equality
- Respect the men and women who care for families
- Defend women's reproductive rights
- Oppose violence against women and girls



Goal by 2030:



Ensure availability and sustainable management of water and sanitation for all

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

Universal and equitable access to safe and affordable drinking water for all.

Access to adequate and equitable sanitation and hygiene for all and an end to open defecation. And expanded international cooperation and capacity-building support for developing countries in water- and sanitation-related activities.

Improved water quality by reducing pollution, eliminating dumping and minimizing the release of hazardous chemicals and materials. We have halved the proportion of untreated wastewater and substantially increased safe water recycling and reuse globally.

Substantially reduced the number of people suffering from water scarcity by increasing water-use efficiency across all sectors and ensuring sustainable withdrawals and supply of freshwater.

Integrated water resources management at all levels, increasing the number of transboundary basin areas with an operational arrangement for water cooperation.

The protection and restoration of water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

Awesome by 2050:



All life has a *right* to water

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Water’s vital and precious status is enshrined as a true legal right for all life, from humans, to all living things.



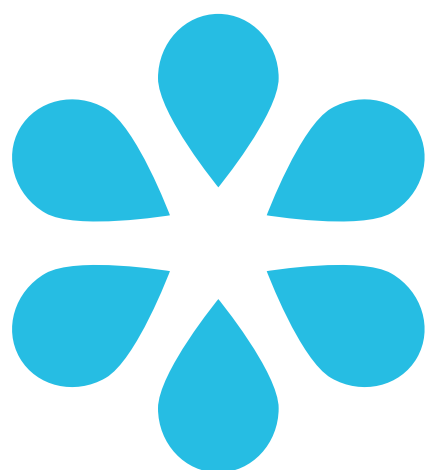
What do we mean *by all life has a right to water?*

Water is life, and life has a right to water.

Rights to usable water are extended to all life on earth.

As water is a cycle within our global ecosystem, protecting and enhancing living things’ access to water improves the chances of reaching the other AAGs.

Nature thrives in the right water balance, enhancing its services to climate, agriculture, ecosystem restoration and human society.



HOW HARD WAS THIS TO IMAGINE?

Today, water is not yet even universally accepted as a human right in practice. However, this SDG is very bold and when achieved, all people will have access to the water and sanitation they need.

This AAG is a good example of the lateral thinking needed to imagine ‘what next’ after the SDG. In this case we looked beyond human need and to the rights of other living things.



The Evidence and Signals

Current breakthroughs and achievements give us hope that this AAG is possible

- 01

Because rivers all over the world, from India to Columbia are being given the same legal rights as humans, granting them stronger protections. [\(Vox, 2019\)](#)
- 02

Because the actions of 8-year-old Mari Copeny led to the President of the United States approving \$100 million dollars to address the water crisis of Flint. [\(Oprah Daily, 2018\)](#)
- 03

Because properly funded, government-led interventions involving communities, scientists, civil society organizations, and the private sector can make a huge difference. Singapore, South Korea, Malaysia, and Thailand all achieved total coverage of hygiene and sanitation services within one generation. [\(devex, 2021\)](#)
- 04

Because we can take inspiration from nature to turn sewage into clean drinking water - inspired by the digestive system of cows, 50 zero power sewage plants were built in Bangalore. [\(BBC, 2021\)](#)
- 05

Because according to a report by the Bank of America Merrill Lynch, as much as US\$270 billion is likely to be invested in water infrastructure over the coming 15 years in India. [\(Ministry of External Affairs, Government of India, 2019\)](#)
- 06

Because in rural northern Malawi, the Integrated Urban Water and Sanitation Project for the Mzimba Town project enhanced the community’s access to potable water from 65% to 95%. In addition, this project improved sanitation from 45% to 97% and created approximately 1,000 jobs. [\(African Union Development Agency, 2021\)](#)
- 07

Because water replenishment is on the agenda of water intensive tech companies, such as how Google have committed to replenishing more water than it consumes by 2030. [\(Google, 2021\)](#) and Microsoft will replenish more water than it consumes by 2030. [\(Microsoft, 2020\)](#)
- 08

Because MP’s in England are calling on water companies to each designate a stretch of river as bathing water by 2025 to drive the clean-up of a chemical cocktail of sewage, agricultural waste and plastic pollution that is suffocating biodiversity and risking public health. [\(The Guardian, 2022\)](#)
- 09

Because EkoLakay, the business arm of the non-profit SOIL (Sustainable Organic Integrated Livelihoods), is creating safe waterless processing of human poo in Haiti, turning it into rich compost and rethinking cities without sewers. [\(RE.THINK, 2019\)](#)



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible
(cont.)

- 10

Because a Stanford study says it’s possible to replenish aquifers with purified urban waste water. “The ideas of recycling waste water and capturing stormwater are not new,” said Luthy. “What’s new here is to think about how to combine what had been separate systems into a single approach to recharge groundwater.” *(Stanford University, 2017)*
- 11

Because, before Indian Prime Minister Narendra Modi came to power, just under 40% of the Indian population had access to a household toilet. Investing billions of dollars to improving sanitation under the Swachh Bharat Abhiyan (“Clean India”) campaign which started in October 2014. Today, India’s Ministry of Drinking Water and Sanitation states that basic sanitation coverage across the country has increased to 99.45% as of July 2019. *(Forbes, 2019)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

- 01. **Develop holistic water strategies**
Develop and implement holistic water strategies that are socially equitable, environmentally sustainable and economically beneficial in watersheds around company and supply chain operations
- 02. **Protect water-based ecosystems**
Protect and/or restore water-based ecosystems around own operations and supply chain
- 03. **Ensure access to water and sanitation**
Ensure access to water and sanitation by addressing impacts of company and supply chain operations on local water supplies and supporting stakeholders to deliver clean water and sanitation

6 SAVE WATER



IF YOU ARE AN INDIVIDUAL

- Learn why clean water matters
- Don't flush any trash or toxic chemicals
- Report and fix leaks – big and small
- Save water when brushing your teeth, washing and cleaning
- Defend people's right to clean water and a toilet



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

- Universal access to affordable, reliable and modern energy services for everyone, more people are primarily reliance on clean fuels and technology.
- A Substantial increase in the share of renewable energy in the global energy mix.
- Doubled the global rate of improvement in energy efficiency.
- Enhanced international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promoted investment in energy infrastructure and clean energy technology.
- Expanded infrastructure and upgraded technology for supplying modern and sustainable energy services for all in developing countries.

Awesome by 2050:



100 terawatts of affordable clean energy

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Everyone has access to an abundance of affordable, renewable and clean energy.



What do we mean by *100 terawatts of affordable clean energy?*

Every human and organization on earth has access to an abundance of affordable and clean energy thanks to renewable generation and storage being paired with universally available connection.

Global energy use for 2022 is estimated at around just 17 terawatts – including all fossils, renewables, nuclear, charcoal, and even dung, burnt for heat.

This fivefold increase in the amount of sustainable energy made available to humankind in 2050 versus 2022 liberates people from energy poverty and unleashes potential through education, commerce, travel and connection.



HOW HARD WAS THIS TO IMAGINE?

The scientific potential of this goal has long been accepted. There is no reasonable reason humanity can't generate 100 terawatts from solar, wind and other renewable resources.

However, the financial, political and infrastructure challenges are daunting. We could easily imagine this AAG achieved, it's more daunting to imagine the route to reaching it.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

A total of 173,000 terawatts (trillions of watts) of solar energy strikes the Earth continuously. That’s more than 10,000 times the world’s total energy use. And that energy is completely renewable, we just need to find a way to harness it for everyone. *(MIT, 2011)*
- 02

Because by 2030, in IEA’s net-zero scenario, the size of the global market for clean tech surpasses the value of the oil market, rising from \$122 billion to \$870 billion. *(Quartz, 2021)*
- 03

Because the IEA’s Net Zero by 2050 Roadmap provides a pathway to reach this formidable and critical goal, setting out more than 400 milestones for what needs to be done, and when, to decarbonise the global economy in just three decades. *(IEA, 2021)*
- 04

Because the falling cost of new windfarms and solar panels meant 62% of new renewable energy projects could undercut the cost of up to 800 gigawatts (GW) worth of coal plants, or almost enough to supply the UK’s electricity needs 10 times over. *(The Guardian, 2021)*
- 05

Because in less than a decade the cost of large-scale solar power has fallen by more than 85% while onshore wind has fallen almost 56% and offshore wind has declined by almost 48%. *(The Guardian, 2021)*
- 06

Because the cost of producing green hydrogen has already fallen from \$600 per MWh in 2010 to around \$100 today and it could get to be below \$25 per MWh (\$1/kg), cheaper than using coal, by 2050. *(LinkedIn Marco Alvera, 2021)*
- 07

Because Ningxia Baofeng Energy Group, a Chinese coal-based chemicals manufacturer, has recently announced that the world’s largest green hydrogen project, with a 150MW alkaline electrolyser, has been fully switched on in northwest China, powered by a 200MW solar array. *(Recharge News, 2022)*
- 08

Because recent research by Goldman Sachs indicate that green hydrogen could supply up to 25% of the world’s energy needs by 2050 and become a US\$10 trillion addressable market by 2050. *(Goldman Sachs, 2020)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 09

Because in 2021, fossil fuel-free ‘green’ steel was produced for the first time paving the way for the transition of the steel industry to dramatically reducing its global carbon footprint. *(Smithsonian Mag, 2021)*
- 10

Because the International Energy Agency said in October 2021 that solar had fallen in price between 20 and 50% more than they had predicted it would twp years ago. That made it, they said, the cheapest form of electricity in history. And that is true here in Southeast Asia too. *(GOV.UK, 2021)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

- 01. **Increase energy efficiency and renewables use**
Significantly increase energy efficiency, source remaining energy needs from renewable sources, and promote the same action across the supply chain through supplier selection and support
- 02. **Develop products for increased energy efficiency**
Research, develop, and deploy affordable sustainable energy and energy efficiency products and services
- 03. **Deliver sustainable energy to new markets**
Develop and implement business models to deliver sustainable energy and energy efficiency technologies to new markets and communities

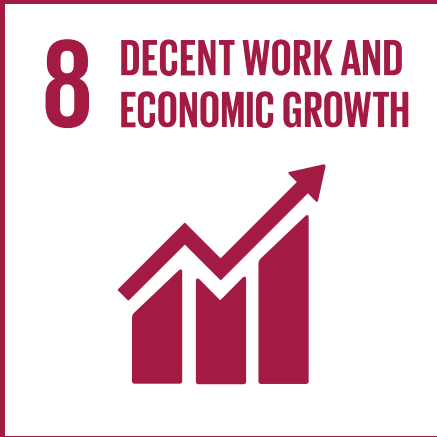


IF YOU ARE AN INDIVIDUAL

- Find out where your energy comes from
- Save energy wherever you can
- Use renewable energy for heat, light & power
- Buy from companies powered by renewable energy
- Demand clean, affordable energy for everyone



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

We have sustained per capita economic growth in accordance with national circumstances and the least developed countries sustain 7 % or more gross domestic product growth per annum.

We have progressively improved global resource efficiency in consumption and production which brings us closer to decoupling economic growth from environmental degradation.

Unemployment rates plummet as full and productive employment and decent work for all is achieved including for young people and persons with disabilities, and everyone receives equal pay for work of equal value.

Through immediate and effective measures forced labour, child labour, modern slavery and human trafficking has been eradicated in all its forms.

Awesome by 2050:



Mission markets and *meaningful* work

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

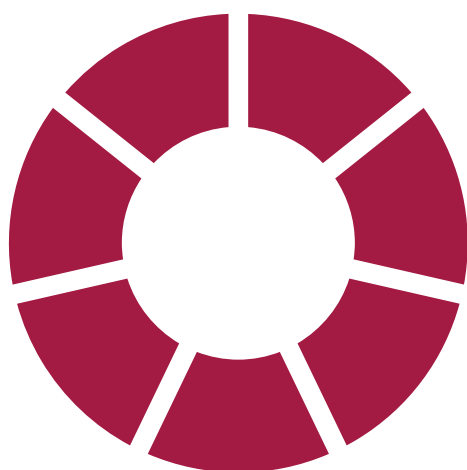
Markets are mission-focused. They put public purpose first and see profit as the means to achieve it, and work improves the quality of life for all those who undertake it.

What do we mean by *mission markets* and *meaningful* work?

Our markets are organised and focused on delivering the greatest quality of life for people.

The previous growth mindset has transformed to a purpose mindset, where good outcomes for people and planet are the barometer for business success. While financial returns overall have increased, these are more equitably distributed to the people, communities and systems that helped to generate them.

Work is progressively improving the quality of life for all who undertake it. Each year, employees are enjoying exponentially better working conditions, higher satisfaction, higher incomes and increased flexibility, which contribute to a better life outside of work.



HOW HARD WAS THIS TO IMAGINE?

Ideas such as degrowth are entering the mainstream and there are mounting calls to relegate GDP as the measure of a well-functioning economy. Markets that centre purpose and good public outcomes feel like a natural next step.

Likewise, the pandemic has shifted the way many see and do work. However, poor working conditions and pay inequality remain huge challenges to overcome. For millions of people, work still doesn't work.

But when SDG 8 is achieved, the shift from 'productive' to 'meaningful' work came to us quickly once we applied a 'post-problem' mindset.

This AAG was heavily influenced by the work of Mariana Mazzucato

The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because renewable energy creates better paying jobs. In the US alone renewables employed 3.3M jobs outnumbering fossil fuel workers by 3-to-1 and employers expect 6% growth in the US alone.
(Forbes, 2019)
- 02

Because increasing starting wages across Fortune 100 companies is a growing trend as the second-biggest U.S. private employer said it would maintain its \$15 an hour base pay after the pandemic.
(Reuters, 2021)
- 03

Because a 2020 McKinsey study showed that by leveraging digitization, sustainability, and health, India could create 90M non-farm jobs by 2030. *(McKinsey, 2020)*
- 04

Because wage increases in 2021 have been more concentrated among the lowest paid employees than higher-wage ones in the U.S. Employees in the leisure and hospitality industry saw their wages rise 13.4% and those in transportation and warehousing saw a 10.4% gain. *(Quartz, 2021)*
- 05

Because raising minimum wages creates more jobs. In 2014, 13 U.S states that raised their minimum wages added jobs at a faster rate than the states that did not. *(American Progress, 2021)*
- 06

Because The World Economic Forum said the rise of machines and automation would eliminate 85 million jobs by 2025. But at the same time, the WEF expects 97 million new jobs to be created, meaning an overall addition of 12 million jobs. *(CNBC, 2020)*
- 07

Because The International Labor Organization estimates that 24 million jobs worldwide could be created by the green economy by 2030 alone.
(World Economic Foundation, 2021)
- 08

Because, and IMF study in 2021 estimated that a 1% spending in GDP on infrastructure would result in the creation of 7M jobs worldwide. Each unit of public infrastructure investment creates more jobs in the energy sector in high-income countries and more jobs in water and sanitation in low-income countries. *(World Economic Foundation, 2021)*
- 09

Because 4-day work week trials are going global as the Great Resignation rages on. 30 companies in the U.K. would participate in a six-month trial of the shortened work week, with similar test runs planned in the U.S. and other countries. *(Fortune, 2022)*

The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible
(cont.)

- 10


Because around the world workers are seeking better working conditions. Thousands of Indian farmers took part in a year long protest that resulted in a government U-turn.* And in the US, 100,000 workers threatened to walk off their jobs or strike, the trend grew so fast and large that it was called “Striketober.” *(Forbes, 2022)*
- 11

Because workers voted to form the first union at a company-owned Starbucks, the decision to unionise echoes the growing sentiment of workers and a positive signal in an industry where less than 2% of food-related workers are covered by a union. *(Forbes, 2022)*
- 12

Because a new agreement intends to protect workers in the Bangladeshi garment industry with 200 international brands agreeing for the first time to legally binding safety commitments. *(New York Times, 2021)*

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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Support decent working conditions
Support decent working conditions for all employees across the business and supply chain, with partnerships to build suppliers' capacity to do the same

02.

Educate and train your labour force
Educate and train the labour force, focusing on vulnerable and economically disadvantaged groups

03.

Create decent formal-sector jobs
Create decent formal-sector jobs in labour-intensive sectors, especially in least-developed countries

04.

Drive economic growth sustainably
Drive economic growth and productivity by investing in R&D, upgrading skills, and supporting growing businesses, in a way that is compatible with sustainable development



8 DO GOOD
WORK

IF YOU ARE AN INDIVIDUAL

—

Learn family finance skills

—

Demand safe working conditions

—

Check no-one was exploited to make what you buy

—

Support local businesses at home & abroad

—

Stand up for everyone's rights at work



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

Developed quality, reliable, sustainable and resilient infrastructure that supports economic development and human well-being, with a focus on affordable and equitable access for all.

Inclusive and sustainable industrialization and significantly raised the industry's share of employment and gross domestic product and doubled its share in least developed countries.

Increased access for small-scale industrial and other enterprises to financial services, including affordable credit, and increased their integration into value chains and markets.

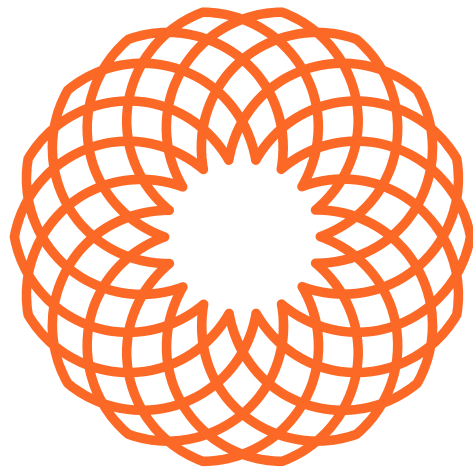
Upgraded infrastructure and retrofitted industries to make them sustainable,

with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes.

Enhanced scientific research and upgraded the technological capabilities of industrial sectors in all countries, especially in developing countries. Encouraged innovation and substantially increased the number of research and development workers per 1 million people, which has increased public and private R&D spending.

Significantly increased access to information and communications technology and provided universal and affordable access to the Internet for all.

Awesome by 2050:



Ultrastructure *everywhere*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

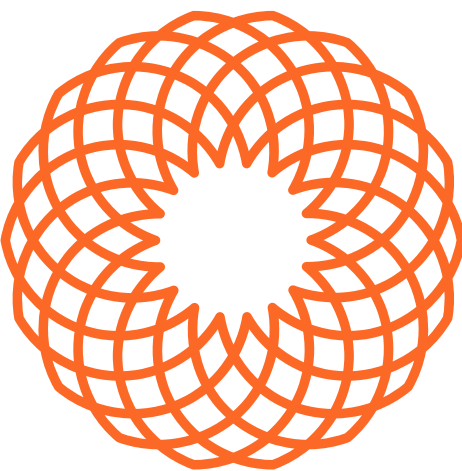
Create an ultrastructure for the built environment of smart, connected and biophilic innovations.



What do we mean by *ultrastructure* *everywhere*?

An evolution from traditional infrastructure, the new ultrastructure is smart, connected and biophilic in nature, seamlessly sensing and reacting to what is needed to create resilient and safe places. i.e., roads that absorb storm water and living roofs that cool and insulate homes.

As ultrastructure develops a clean jobs boom, this will help industries and innovation shift radically to focus on sustainable, low carbon outputs like green steel, concrete made from pollution, hydrogen transport, battery storage or biophilic roads - transforming industry into one fit for an Awesome Anthropocene.



HOW HARD WAS THIS TO IMAGINE?

Of all the SDGs this one felt most like a finish line, and we wondered if there was no AAG to follow.

Ultrastructure is the term for the architecture of cells and biomaterials that is visible at higher magnifications. That natural ultrastructure is many factors more efficient, resilient and even self-repairing than any infrastructures currently available to human systems.

The concept of a human scale ultrastructure is exciting, and proved to us that there is always 'more' to imagine.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because it's estimated that 75% of the infrastructure that will be in place by 2050 does not exist yet, meaning the opportunity to build resilient and sustainable infrastructure from the start is great. *(Balfour Beatty, 2016)*
- 02

Because if 80% of new residential buildings in Europe were made of wood, the buildings would store 55 million tons of carbon dioxide a year. *(Science Daily, 2020)*
- 03

Because countries like France are making it the law to build all new public buildings with 50% timber or other natural materials. *(Dezeen, 2020)*
- 04

Because we can 3D print school buildings in 18 hours, using materials more efficiently and with a 70% smaller carbon footprint. *(CDC Group, 2020)*
- 05

Because 3D printed infrastructure is a growing reality, the world's first 3D printed steel bridge was installed in Amsterdam in 2021. *(Imperial, 2021)*
- 06

Because StarLink's global satellite enabled internet now boasts nearly 2,000 functional satellites orbiting overhead, providing high speed internet to more than 10,000 customers. An important step in making internet coverage available in rural and remote areas. *(CNET, 2022)*
- 07

Because Swedish green steel venture HYBRIT made the world's first customer delivery of steel produced without using coal in 2021 as it looks to revolutionize an industry that accounts for around 8% of global greenhouse gas emissions. *(Reuters, 2021)*
- 08

Because Volvo unveiled the first vehicle made with green steel. The electric dump truck weighs eight tons, has a virtual driver and is meant for quarries and mines. *(BloombergGreen Instagram, 2021)*
- 09

Because the EU's "renovation wave" aims to double renovation rates of existing buildings, meaning 35 million buildings could be renovated over the next ten years, creating more than 160,000 new jobs in the construction sector. *(EuObserver, 2020)*
- 10

Because investing in more resilient infrastructure could save humanity a whopping \$4.2 trillion from climate change damages. *(World Bank, 2019)*
- 11

Because the future of aviation could be a zero-emission commercial reality as Airbus announced plans to enter hydrogen powered aircraft into service by 2035. *(Eurocontrol, 2021)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 12

Because researchers at the University of Tokyo have developed a form of concrete that is made using waste from previously used concrete combined with carbon dioxide pulled from the air. *(Fast Company, 2021)*
- 13

Because research has shown bacteria-based self-healing concrete can increase durability of concrete by up to 30% compared to standard reinforced concrete whilst also reducing water permeability. *(UK Research and Innovation, 2022)*
- 14

Because the connected, electric, and autonomous-vehicle revolution is finally arriving. Sales of battery-electric vehicles and plug-in hybrids have boomed as automakers bring long-promised models to market- Ford is already producing more of the Mustang Mach-E model than its gasoline-powered namesake. *(Fast Company, 2021)*



Make a start:

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United Nations
Global Compact

IF YOU ARE A BUSINESS

- 01. **Support the development of sustainable infrastructure**
Research, develop, and deploy products, services and business models to deliver sustainable and resilient infrastructure
- 02. **Support inclusive industries globally**
Support inclusive and sustainable upgrading of developing country industries in global value chains
- 03. **Create innovation systems for sustainable development**
Create innovation systems for sustainable development by providing access to finance, fostering entrepreneurship, and pooling financial and research resources in a global knowledge base
- 04. **Upgrade and retrofit infrastructure**
Upgrade and retrofit infrastructure and industry assets across own and supply chain operations to make them sustainable and resilient

9 MAKE SMART CHOICES



IF YOU ARE AN INDIVIDUAL

- Learn about plans for progress in your country
- Stay smart and kind online
- Support construction that benefits people and protects the planet
- Welcome innovations that make the world a better place
- Demand the benefits from progress are shared



Goal by 2030:



Reduce inequality within and among countries

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

Progressive income growth of the bottom 40% of the population at a rate higher than the national average.

The empowerment and promotion of social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

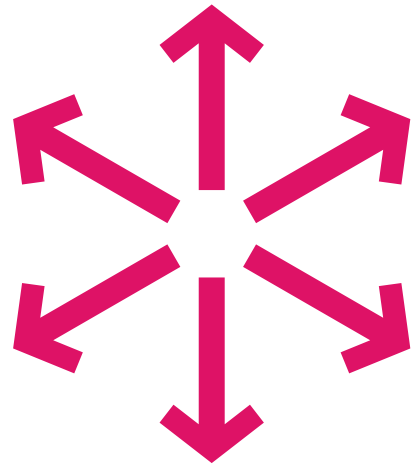
Equal opportunity and reduced inequalities of outcome, appropriate legislation, policies and action has been promoted to support this and discriminatory laws, policies and practices have been eliminated.

Enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions. And greater development assistance and financial flows to states where the need is greatest.

The facilitation of orderly, safe, regular and responsible migration and mobility of people, including the implementation of planned and well-managed migration policies.

Eliminated remittance corridors with costs higher than 5% and the transaction costs of migrant remittances is less than 3% of the transaction costs.

Awesome by 2050:



Distributive societies

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Societies prioritise and invest in interdependent systems and collaborative solutions.



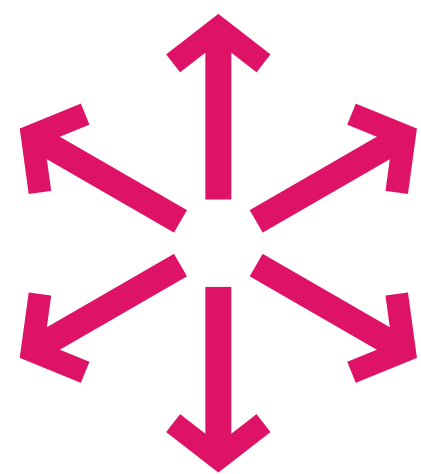
What do we mean by *distributive* *societies*?

Resources and justice don't simply move from one group to another - that's redistribution. Instead, equity and equality of choice, movement, opportunity and access are built into social systems.

Generational and identity barriers have been eliminated, making equal access to education, property and other resources a reality for all.

Societies don't just acknowledge but celebrate interdependence and find ways to strengthen the 'web' of mutual dependency. Thanks to this, we move from self-reliance to social coherence and mutuality.

Collaborative problem solving becomes the default.



HOW HARD WAS THIS TO IMAGINE?

The pandemic made it clear that we stand and fall together, in unavoidable solidarity, within and between countries. In many instances, the political response to the pandemic did not always follow suit, which made working on this AAG particularly challenging. Especially as the SDG 10 targets are very limited in their ambition compared to other SDGs.

But imagining a world where inequality had been overcome was galvanizing.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because remittances are three times more important than international aid. *(United Nations, 2019)*
- 02

Because open borders could lead to a one-time boost in world GDP by about 50-150%. *(Open Borders, Clemens, 2011)*
- 03

Because remittances to low and middle-income countries reached a record \$554 billion in 2019, becoming larger than foreign direct investment. *(World Bank, 2020)*
- 04

Because around half of global remittances go to rural areas, where three quarters of the world's poor and food insecure live. It is estimated that globally, the accumulated flows to rural areas over the next five years will reach \$1 trillion. *(United Nations, 2019)*
- 05

Because there are now more than one billion mobile money wallets around the world, and remittance providers integrate with new mobile money providers every day, which gives more people access to affordable transfer services. *(Visa, 2021)*
- 06

Because researchers from the Haas Institute for a Fair and Inclusive Society at UC Berkeley have identified six evidence-based policy solutions that can have a positive effect on reversing rising inequality. They include increasing minimum wage, Improve Earned Income Tax Credit, Implement Tax reform measures, Invest in early childhood education, build assets & wealth for lower-middle income families and support economic & racial integration in neighbourhoods & schools. *(Othering & Belonging Institute, 2014)*
- 07

Because implementing earned income tax credits (EITC) have been shown to lift 4.7 million children above the poverty line on an annual basis. *(Othering & Belonging Institute, 2014)*
- 08

Because research from the Centre for American Progress found that raising the minimum wage is one tool for combating this [wealth gap] inequality—and therefore stimulating growth. American voters have repeatedly signalled broad, bipartisan support for raising the minimum wage to \$15. *(American Progress, 2021)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 09

Because some groups in Denmark and the U.S. are choosing to live in Intentionally Intergenerational Communities. People living in them say the model fosters an interdependent environment, helps everyone feel more comfortable with the process of getting older and safeguards against social isolation.
(Age Well CT, 2017)
- 10

Because economic equity is a closer reality as 136 countries agreed to make taxes fairer by putting in place a common minimum corporate tax rate. *(World Economic Forum, 2022)* The landmark deal will also reallocate more than USD 125 billion of profits from around 100 of the world's largest and most profitable MNEs to countries worldwide, ensuring that these firms pay a fair share of tax wherever they operate and generate profits. *(OECD, 2021)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Assess the distribution of economic value
Assess the distribution of economic value across stakeholder groups and implement policies and practices to make it more equal

02.

Support social protection measures
Support the establishment and expansion of social protection measures at the national level

03.

Support equality of opportunity
Implement policies and practices the support equality of opportunity, treatment and outcome for all across own and supply chain operations

04.

Target the needs of disadvantaged populations
Design and implement products, services and business models that explicitly target the need of disadvantaged and marginalised populations



10
BE
FAIR

IF YOU ARE AN INDIVIDUAL

—

Stay open-minded, listen and learn from others

—

Support leaders who reduce inequality

—

Protect and welcome the vulnerable

—

Buy from companies that pay tax and treat people fairly

—

Stand up for your rights, and the rights of others



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

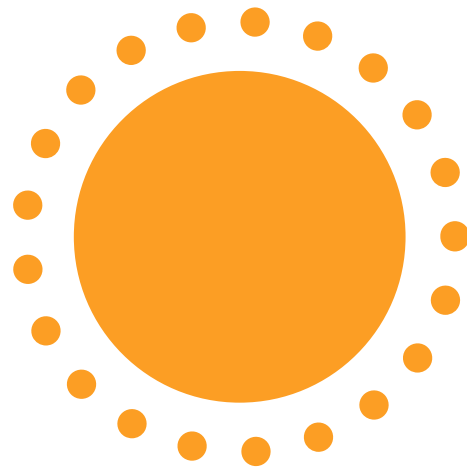
Everyone has access to adequate, safe and affordable housing and basic services, slums have been upgraded.

Everyone has access to safe, affordable, accessible and sustainable transport systems that meet the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

Inclusive and sustainable urbanization is enhanced as more cities operate with a direct participation structure of civil society in urban planning and management operating regularly and democratically.

Cities provide universal access to safe, inclusive and accessible, green and public spaces.

Awesome by 2050:



Everyone lives in a doughnut community

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Every community operates within environment, planetary and societal limits and everyone, no matter who or where, has what they need to live well.



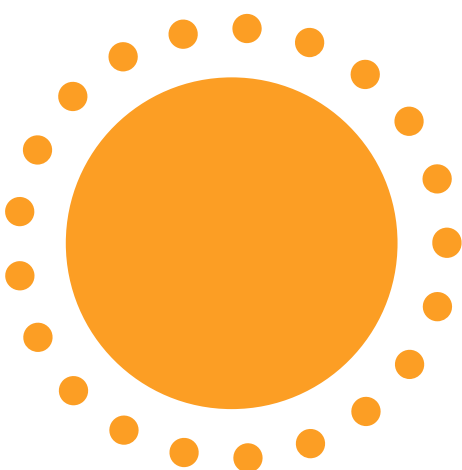
What do we mean by everyone lives in a doughnut community?

Every community on earth operates within planetary, societal and human limits where everyone has what they need, even in highly populated areas, without that population breaking the ‘environmental bank’.

Within those communities, every person has a home – which is secure, temperate, connected and with access to all the facilities that ensure a dignified, healthy life.

These homes exist mainly, but not exclusively, within cities that support a decent quality of life – clean air, affordable transport, access to green spaces and plentiful, rewarding work opportunities.

Doughnut Communities are inclusive: everyone who lives there belongs equally and can share fully in the benefits of the community and everyone contributes to it equally.



HOW HARD WAS THIS TO IMAGINE?

This was a lot of fun to imagine: beautiful, healthy cities with green spaces, community connections, and a space for nature. We were heavily influenced by Kate Raworth’s writing on Donut Economics.

Although we don’t talk here about ‘smart cities’, the growing integration of tech in our cities means that citizens’ rights to privacy may increasingly be under threat. How to reconcile and protect against this is a key consideration for this AAG.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because Amsterdam became the first city to publish their Donut Economics City Portrait in 2020 and adopted it as a vision and model for shaping the future of the city. *(Kate Raworth, 2020)*
- 02

Because mayors of the C40 cities, representing 700+ million citizens and one quarter of the global economy are committed to delivering on the most ambitious goals of the Paris Agreement at the local level, as well as to cleaning the air we breathe. *(C40 Cities, 2019)*
- 03

Because car dependent cities like LA are launching ambitious city-led sustainable transportation plans, by 2028 all new cars and all city buses are to be electric. *(World Economic Forum, 2020)*
- 04

Because from Paris to Portland, cities are adopting the 15-minute city concept, developed primarily to reduce urban carbon emissions, reimagining our towns as mosaic neighbourhoods in which almost all residents' needs can be met within 15 minutes of their homes on foot, by bike, or on public transit. *(Bloomberg, 2020)*
- 05

Because the vast Place de la Bastille in Paris has been renovated as part of a city-funded €30 million revamp of seven major squares. No longer a roaring island of traffic, it's now dedicated mainly to pedestrians. *(Bloomberg, 2020)*
- 06

Because contact with nature in cities can reduce feelings of loneliness by up to 28%. *(Daily Mail, 2021)*
- 07

Because nearby nature provides a positive emotional experience that has been shown to speed up recovery time for hospitalized patients, motivate healthy behaviours, such as exercise, and provide therapeutic benefits to people living with mental disorders. *(The Nature Conservancy, 2016)*
- 08


Because the OECD recognises that housing is key to inclusive growth, its new report propose a series of recommendations to support more inclusive housing outcomes. Including measures that address structural barriers to inclusive growth in the housing market, as well as measures to address the specific housing challenges facing vulnerable groups. *(OECD, 2020)*
- 09

Because communal living is a growing trend with new purpose built spaces emerging from Copenhagen to Seoul. Often seen as the answer to the global housing crisis, making dwellings more affordable, it has also been proposed as a solution to making cities more habitable as they expand in the near future to contain an estimated 70% of the world's population. Additionally studies suggest living with others can help anxiety and improve mental wellbeing. *(World Economic Forum, 2021)*



Make a start:

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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.


Develop resilient buildings, transport & utilities
Research, develop, and deploy products and services which improve access to resilient buildings, transport, green spaces and utilities

02.

Protect cultural and natural heritage
Protect and invest in cultural and natural heritage

03.

Support access to essential services
Support access to essential services across the workplace, marketplace and community



11 LOVE WHERE
YOU LIVE

IF YOU ARE AN INDIVIDUAL

—

Learn about, and take part in local decisions

—

Prepare for emergencies

—

Get to know your neighbours and welcome new people

—

Protect local trees, wildlife and natural areas

—

Demand safe and good quality public transport



Goal by 2030:



Ensure sustainable consumption and production patterns

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

Sustainable management and efficient use of natural resources.

All countries have implemented a 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead.

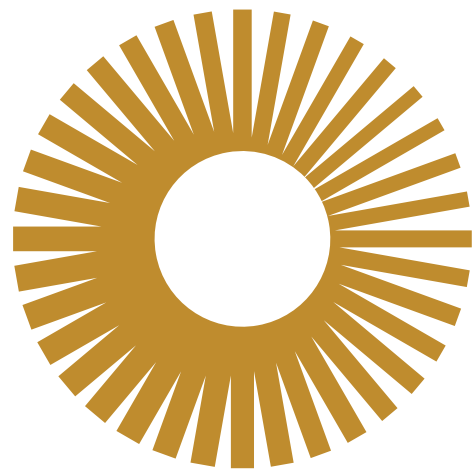
We have halved per capita global food waste at the retail and consumer levels and reduced food losses along

production and supply chains, including post-harvest losses.

Waste generation has been significantly reduced through prevention, reduction, recycling and reuse.

All people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Awesome by 2050:



Consumption is *regenerative*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

What we produce and use has a net positive impact upon nature, maker and consumer.

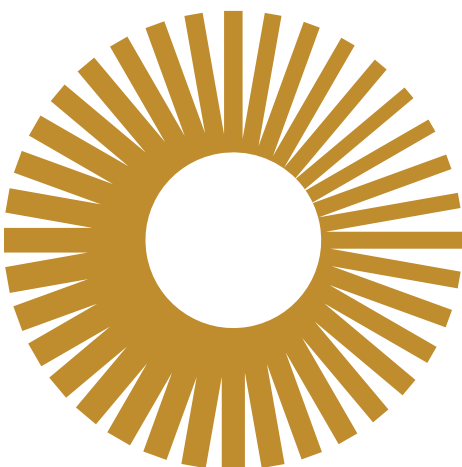


What do we mean by *consumption* is *regenerative*?

In a world where consumption is regenerative, it contributes rather than extracts from nature, society and individual wellbeing.

Food and all materials are all subject to entropy when used and consumed. But reducing over-consumption, building truly circular systems, supply chains that develop communities, and regenerative agriculture will transform consumption to be net positive.

Technical materials are created using only renewable or regenerative feedstocks and are endlessly reused without quality loss. Biological materials come from renewable and sustainable sources and returned to natural systems where they build fresh natural capital. Both makers and consumers wellbeing is the purpose of production and consumption.



HOW HARD WAS THIS TO IMAGINE?

Futerra has worked for years on SDG 12 and tried to raise expectations of what is possible.

The hardest part of imagining regenerative consumption was the mindset that growing, making, eating, wearing, using and building is automatically extractive.

Today, it is.
But must it always be?



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because McKinsey have already modelled how a zero-carbon mine from trucking to crushing could become a reality. *(McKinsey, 2021)*
- 02

Because 33 million consumers bought second-hand apparel for the first time in 2020 and the resale fashion market is growing 11x faster than traditional retail. *(ThredUp, 2021)*
- 03

Because by 2025, the market for metal recycling is set to grow from 52bn to 76bn (8% CAGR) to meet urbanization and industrial needs. *(Markets and Markets)*
- 04

Because a circular economy offers a \$4.5 trillion economic opportunity by reducing waste, stimulating innovation and creating employment. *(World Resources Institute, 2021)*
- 05

The Netherlands are aiming to have a fully circular economy by 2050 and a 50% reduction in the use of key resources by 2030. *(OECD, 2016)*
- 06

Because Ingram Micro, the largest global technology distributor of IT products and services has partnered with Circular Computing to distribute high quality, remanufactured tech products to more people. Remanufactured products are a key solution towards dematerialisation and a circular economy. *(Technology Reseller, 2021)*
- 07

Because in 2021, the first ever right to repair laws came into effect in the EU, meaning manufacturers in Europe will now be legally obligated to ensure that electric and electronic goods can be repaired for up to 10 years. *(European Parliament, 2022)*
- 08

Because “Right to Repair” is a growing movement with U.S. lawmakers introducing legislation to ensure consumers can get vehicles, electronic devices and agriculture equipment serviced by independent outlets. *(Reuters, 2022)* And manufacturers such as Apple and Microsoft, among others, are shifting to support this demand by openly sharing ways in which repairs can be made at home and with third party providers. *(Bloomberg, 2021)*
- 09

Because Eastman is investing \$1 billion in the ‘world’s largest’ molecular plastics recycling facility where the company’s polyester renewal technology could be used to recycle up to 160,000 metric tonnes of hard-to-recycle plastic waste annually. *(Packaging Europe, 2022)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 10

Because PlasticsEurope announces a significant increase in planned chemical recycling investment: from 2.6 billion euros in 2025 to 7.2 billion euros in 2030. Chemical recycling allows us to recycle plastic waste otherwise incinerated or sent to landfill and delivers significant quantities of recycled material with virgin plastic properties. *(Plastics Europe)*
- 11

Because new research is finding that urban mining of some e-waste is becoming as cost-efficient as traditional mining in China due, in part, to economic incentives associated with reintroducing raw materials into the economy. *(CSIS, 2021)*
- 12

Because the largest battery recycling plant in North America will open in 2022 *(Fast Company, 2022)* using a new battery recycling technology that “upcycles” spent batteries and manufacturing scrap into critical battery materials ensuring that 99% of elements are reclaimed, resulting in a 50% cost reduction and 90% lower carbon emission. *(Ascend Elements)*



Make a start:

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IF YOU ARE A BUSINESS

- 01. **Adopt a circular business model**
Design and adopt a responsible circular business model
- 02. **Close material and energy loops**
Significantly narrow or close material and energy loops across own and supply chain operations
- 03. **Promote negligible use of resources in your portfolio**
Shift to a portfolio of goods and services that require and promote negligible use of resources and produce negligible waste
- 04. **Conduct sustainability reporting**
Develop, implement and share solutions for tracing and reporting on sustainability of production and consumption across end to end operations and impact on surrounding communities



IF YOU ARE AN INDIVIDUAL

- Learn about sustainable development
- Reuse, repair, recycle, share and borrow
- Waste less food and use leftovers
- Collect friends and experiences not just things
- Demand that businesses respect people and planet



Goal by 2030:

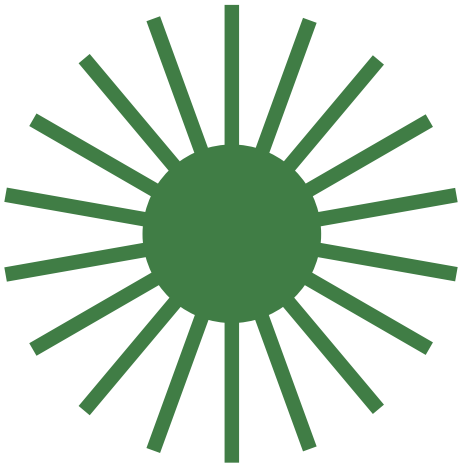


Take urgent action to combat climate change and its impacts

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

- Strong resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.
- Integrated climate change measures into national policies, strategies and planning which increases countries ability to adapt to the adverse impacts of climate change, and foster climate resilience and low greenhouse gas emissions development.
- Improved education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, improved impact reduction and early warnings.
- Implemented the commitment to jointly mobilise \$100 billion annually from all sources to address the needs of developing countries to take meaningful mitigation actions and transparency on implementation and fully operationalised the Green Climate Fund.
- Promoted mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States.

Awesome by 2050:



Zero degree *justice*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

We will reverse climate change and repair the most affected places and communities.



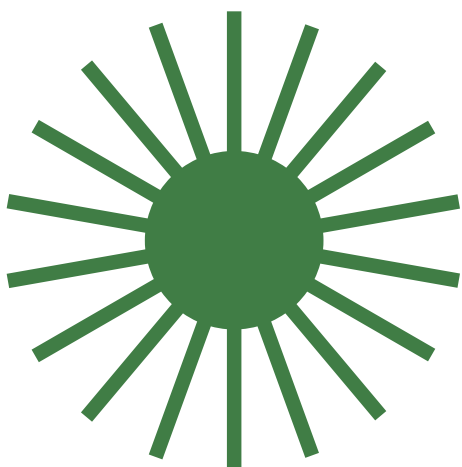
What do we mean by *zero degree justice*?

Our climate has not only stabilized but the 1.5-2 degrees of warming that was inevitable has, finally, begun to reverse.

Both natural carbon sinks and negative emission technologies are deployed at scale. Then, mass restoration of the systems which stabilize climate – notably our oceans – have started to recalibrate the greenhouse effect to be ideal for life.

The people and places most affected by climate disasters are first to be restored and rebuilt, as far as possible. This is a future in which mitigation, adaptation and loss & damage climate responses have been fully deployed and now reverse and repair becomes possible.

Consequently, we can accelerate equitable economic growth and advance social development.



HOW HARD WAS THIS TO IMAGINE?

Scientifically, this goal is perfectly plausible over a long enough timeframe. Politically, the authors of this report have attended enough international COP meetings to struggle with the reality of this ever happening.

Adding the recovery and restoration of communities and places most affected was central to our thinking. This builds on from the current crucial focus on climate adaptation, climate justice and the much-needed loss & damage mechanisms for climate action.



The Evidence and Signals

Current breakthroughs and achievements give us hope that this AAG is possible

- 01

Because the ‘first step’ in making indigenous rights central to climate crisis happened at COP26 when at least \$1.7bn of funding was announced to be given directly to indigenous peoples and local communities (IPLCs) in recognition of their key role in protecting the planet’s lands and forests. *(The Guardian, 2021)*
- 02

Because AI is speeding up climate action, from spotting methane leaks to improving energy efficiency and speeding up climate simulation times. *(Bloomberg, 2021)*
- 03

Because the pandemic accelerated climate action and showed us what is possible. In 2020 commitments to Net Zero doubled. Cities and regions with a carbon footprint greater than the emissions of the US, and companies with a combined revenue of over \$11.4 trillion (equivalent to more than half of the US GDP), are now pursuing net zero emissions by the end of the century. *(UNFCCC, 2020)*
- 04

Because through the Glasgow Financial Alliance for Net Zero (GFANZ), over \$130 trillion of private capital is committed to transforming the economy for net zero. These commitments, from over 450 firms across 45 countries, can deliver the estimated \$100 trillion of finance needed for net zero over the next three decades. *(UKCOP 26, 2021)*
- 05

Because ESG indices outperformed the S&P 500 between 27.3%- 55% during the crazy market ride of Q1 2020. *(S&P Global, 2021)*
- 06

Because climate change and sustainable development is increasingly on the curriculum. Italy became the world’s first country in 2020 to make climate study compulsory in schools and the pressure is growing for others to follow. *(Reuters, 2021)*
- 07

Because recarbonisation opens up an extraordinary prospect of rebuilding soil fertility, restoring forests and woodlands, transforming the marine environment and protecting precious habitats and biodiversity. *(New Scientist, 2021)*
- 08

Because the Science Based Targets initiative is introducing a Net Zero Standard to provide an “independent assessment of corporate net-zero target setting.” That means there’s now a tool that can reveal whether the growing list of companies — 600 and counting — that are promising net-zero emissions by mid-century actually have credible plans to reach that goal. *(Bloomberg, 2021)*
- 09

Because the implementation of EU taxonomy will show the way of how applying well-designed policies can direct capital towards climate change adaptation and mitigation. *(European Commission, 2021)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 10

Because governments and investors could save US\$248bn a year, protect the environment and benefit local communities by replacing or complementing newly built infrastructure with plants, trees and other natural alternatives, according to a first-of-its-kind study from the International Institute for Sustainable Development. *(United Nations Industrial Development Organization, 2021)*
- 11

Because the latest climate science suggests that COP26’s goal of keeping 1.5C alive remains within reach—if humanity phases out fossil fuels rapidly and slashes emissions in half by 2030. *(Michael E. Mann, 2022)*
- 12

Because new research has led scientists to dramatically revise previous temperature lag time estimates down to as little as three to five years. Most importantly, it tells us that if humanity slashes emissions to zero, global temperatures will stop rising almost immediately. *(Michael E. Mann, 2022)*
- 13

Because during COP26 adaptation funding got a new plan, to double it, taking it from a proposed 25% of global climate finance to 50%. *(Forbes, 2021)*

- 14

Because the loss and damage conversation has opened up, a new idea for many people, who are now more aware of this important issue. Although no such facility for the payment was agreed at COP26, it’s coming. *(Forbes, 2021)*
- 15

Because the call for a Fossil Fuel Non-Proliferation Treaty, a global initiative to phase out fossil fuels and support a just transition is growing. With open letters signed by 2,755 scientists and academics, 150 legislators from 30 countries, over a 100 Nobel Prize laureates including the Dalai Lama and Health institutions representing over 100,000 doctors have endorsed the Fossil Fuel Non-Proliferation Treaty. *(Fossil Fuel Treaty)*



Make a start:

Imagining this awesome future assumes the Sustainable Development Goals, and their targets, are all fully achieved by 2030. For businesses and individuals seeking to contribute to the SDG's we recommend these actions from the UN Global Compact's [Blueprint for Business Leadership on the SDG's](#) and the [Good Life Goals](#).



United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Ensure climate resilience
Ensure climate resilience of company and supply chain operations, and the communities surrounding them

02.

Reduce operational emissions
Substantially reduce emissions associated with own and supply chain operations, in alignment with climate science

03.

Develop products with negligible emissions
Shift to a portfolio of goods and services that have, and promote, negligible emissions from use

04.

Promote climate conscious behaviour
Promote climate conscious behaviour and build capacity for climate action

13 ACT ON CLIMATE



IF YOU ARE AN INDIVIDUAL

—

Learn about climate solutions

—

Call for more renewable energy in your country

—

Eat more plants and cut down on meat

—

Walk and cycle rather than drive

—

Demand leaders take bold climate action today



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

A significant reduction of marine pollution of all kinds, especially land-based pollution, marine debris and nutrient pollution.

The sustainable management and protection of marine and coastal ecosystems, strengthening their resilience, and implementing restorative action needed towards healthy and productive oceans.

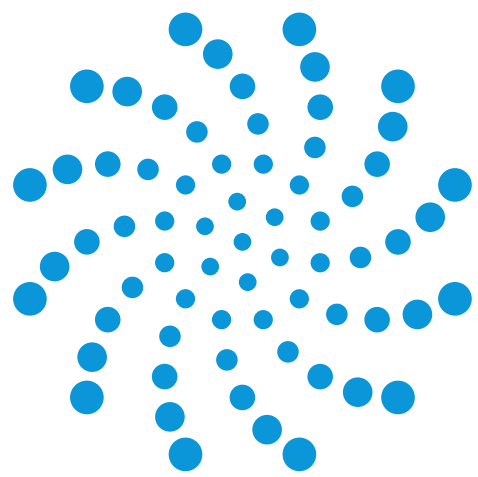
Effective regulations for harvesting fish stocks within biologically sustainable levels, prohibited certain forms of fisheries and implemented science-

based management plans that are restoring fish stocks.

An increase of protected areas by at least 10%, conserving more coastal and marine areas consistent with national and international law based on the most advanced scientific information and knowledge available.

Greater economic benefits for the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism for Small Island States and developing countries.

Awesome by 2050:



A renaissance below water

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Life below water experiences a rebirth age, sustaining biodiversity gains as our awe and reverence deepens for its life providing power.



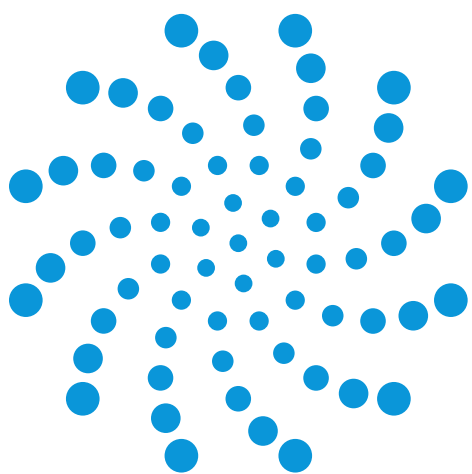
What do we mean by *a renaissance below water?*

As existing solutions are acted on in the 30 years leading up to 2050, our awe and wonder for the ocean’s immense potential to sustain all life grows. Akin to the renaissance of the 15th century, we enter a new age of creativity, exploration, growth, advanced scientific understanding, innovation, and love for life below water.

As we celebrate and protect our oceans, they experience consistent and sustained biodiversity gains with parts of them now teeming with life. Sustainable farming practices and methods unlock food that is nutritionally rich and

abundant enough to feed billions of people. We easily meet the needs of a growing population, whilst cleaning and cooling oceans through vast seagrass and algae fields.

Where we have ceased to dump marine toxic chemicals and plastic waste into our oceans emerges a sustainable focused tourism and exploration industry that supports coastal communities with greater economic benefits.



HOW HARD WAS THIS TO IMAGINE?

The beauty of this idea uplifted us and the stories of so many ocean changemakers are compelling.

But the images of ocean destruction are also gut wrenching. Overfishing, plastic pollution, coral bleaching, ocean warming – it takes an effort of will to see past such perilous tipping points.



The Evidence and Signals

Current breakthroughs and achievements give us hope that this AAG is possible

- 01

Because the glory of the world’s oceans could be restored within a generation, according to a major new scientific review, it provides hope and an action plan for restoring our oceans by 2050. *The authors point to the importance of coral and oyster reefs, salt marshes, mangroves and seagrass, kelp, fisheries and megafauna in aiding ocean recovery, and recommend protective measures.* [\(The Guardian, 2020\)](#)
- 02

Because restoring the ocean could feed 1 billion people a healthy seafood meal every day according to NGO Oceana. [\(Oceana, 2020\)](#)
- 03

Because kelp, eelgrass, and other vegetation can effectively absorb CO2 and reduce acidity in the ocean. Growing these plants in local waters, scientists say, could help mitigate the damaging impacts of acidification on marine life.
[\(Yale Environment 360, 2016\)](#)
- 04

Because farming just three varieties of seaweed in 2% of Gulf of Mexico’s exclusive economic zone (EEZ.) would be enough to cut down phosphorus and nitrogen pollution in the Gulf by 20%, in the next five years. A figure that aligns with regional pollution targets. [\(Anthropocene Magazine, 2021\)](#)
- 05

Because plants in the ocean, from seagrasses to plankton, add up to just 0.05 percent of the plant biomass on land, but are so pervasive and efficient at sucking up carbon that they cycle through roughly the same amount of carbon every day as all the land-based plants. [\(Anthropocene Magazine, 2021\)](#)
- 06

Because seagrass meadows have the potential to increase aragonite, the material that corals need to grow by up to 2.9 units, and the pH by 0.38. Which should give corals about an 18 percent boost in growth, making seagrass a potential tool for marine park managers. [\(Anthropocene Magazine, 2021\)](#)
- 07

Because, Palau, one of the top marine tourism destinations in the world with its outstanding natural beauty and pristine seas required visitors to sign an eco pledge to act in an ‘ecologically and culturally responsible way’. [\(Euronews, 2021\)](#)
- 08

Because a concerted global effort to restore and protect marine life and ecosystems could create millions of new—and in many cases—well paying jobs. [\(Nature, 2020\)](#)



The Evidence and Signals

Current breakthroughs and achievements give us hope that this AAG is possible
(cont.)

- 09

Because ecotourism in protected areas provides 4–12 times greater economic returns than fishing without reserves e.g. AUS\$5.5billion annually and 53,800 full time jobs in the Great Barrier Reef.
(Nature, 2020)
- 10

Because marine biomass can be converted into different forms of energy, including ethanol, to replace the corn-derived additive that currently is blended into gasoline in the U.S. *(The Conversation, 2021)*
- 11

Because Scientists have developed a method to generate kelp for biofuels 4x faster than normal - Giant kelp can grow at a rate of up to 35 cm (14 inches) a day. Furthermore, growing kelp also captures carbon dioxide, which in turn elevates pH levels and oxygen supplies in the immediate areas – helping mitigate the local effects of ocean acidification. *(ScienceAlert, 2021)*
- 12

Because New Zealand ruled against deep sea mining, setting an important global precedent favouring environmental protection over damaging seabed mining. *(The Guardian, 2021)*
- 13

Because tools to monitor, prevent, and clean up marine pollution have grown exponentially over the past four years. *(Bloomberg, 2021)*
- 14

Because The Ocean Cleanup aims to remove 90% of ocean microplastic by 2040 by cleaning up the existing plastic and intercepting plastic waste in waterways before it enters the ocean. *(The Ocean Cleanup)*
- 15

Because microbiologists have devised a sustainable way to remove polluting microplastics from the environment – using bacteria to form microbe nets that can capture microplastics in polluted water to form an easily disposable and recyclable blob.
(The Guardian, 2021)



Make a start:

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United Nations
Global Compact

IF YOU ARE A BUSINESS

- 01. **Protect ocean ecosystems**
Implement policies and practices to protect ocean ecosystems that are affected by business and supply chain activities
- 02. **Develop products that restore oceans**
Research, develop and deploy products, services and business models which negate impacts on ocean ecosystems and contribute to their restoration
- 03. **Finance the Protection of water systems**
Galvanise finance for the protection and further development of ocean ecosystems and water system flows
- 04. **Design solutions that value natural capital**
Design and implement solutions to accurately value and respect natural capital and drive wider adoption of these solutions

14 CLEAN
OUR SEAS



IF YOU ARE AN INDIVIDUAL

- Learn about life in our seas and oceans
- Remember that litter ends up in the water
- Say no to unnecessary plastic
- Buy sustainable fish and seafood
- Demand leaders end ocean pollution



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

The conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems, especially focusing on forests, wetlands, mountains and drylands. More important sites for biodiversity are covered by protected areas than ever before.

The implementation of sustainable management for all types of forests, halted deforestation, restored degraded forests and substantially increased afforestation and reforestation globally.

Combated desertification, restored degraded land and soils, including land affected by desertification, drought and floods, and closer to a land degradation-neutral world.

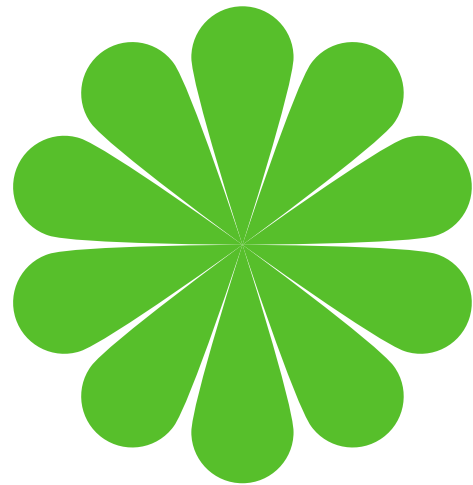
The conservation of mountain ecosystems, including their biodiversity, enhancing their capacity to provide essential benefits for sustainable development.

Swift and significant action to reduce the degradation of natural habitats, halting biodiversity loss and protecting threatened species from extinction.

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

Ecosystem and biodiversity values are integrated into national and local planning, development processes, poverty reduction strategies.

Awesome by 2050:



Half the world is *wild*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Half of the land on the planet is successfully rewilded and annual biodiversity gain is now the new normal.



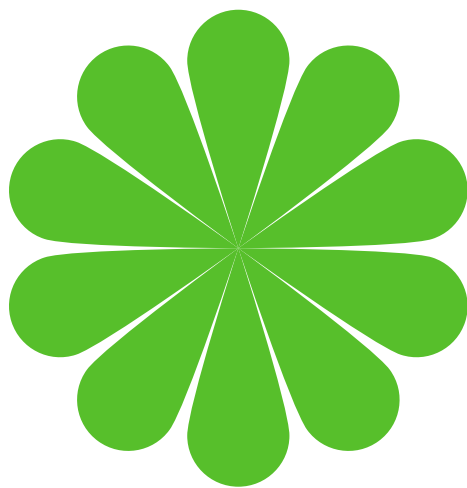
What do we mean by *half the world is wild*?

Half of the land on the planet is successfully rewilded and permanently protected by a legislative shield endorsed and upheld by every member of the UN.

The land became available thanks to mass adoption of a plant-based diets and innovative new growing methods, increasing urbanization, natural capital investment and radical new forms of sustainable farming.

Indigenous populations thrive with traditional/ancestral management (and land rights) of these wild spaces, sustained by tourism and fair economic valuation of their ecosystem services.

Because of this each major region around the world is seeing a consistent net biodiversity gain.



HOW HARD WAS THIS TO IMAGINE?

COP15 for biodiversity in 2022 will consider a firm recommendation for 30% of the planets surface to become protected. 50% does not feel like too much of a stretch from there.

What was more difficult, but absolutely necessary, was to imagine the restoration of land rights and ancestral forms of management by indigenous communities. Rewilding without that wisdom wouldn't work, so it's central to this AAG.



The Evidence and Signals

Current breakthroughs and achievements give us hope that this AAG is possible

- 01

Because 137 countries took a landmark step forward by committing to halt and reverse forest loss and land degradation by 2030. The pledge is backed by \$12bn in public and \$7.2bn in private funding. *(United Nations, 2021)*
- 02

Because CEOs from more than 30 financial institutions with over \$8.7 trillion of global assets committed to eliminate investment in activities linked to deforestation. *(United Nations, 2021)*
- 03

Because NASA satellite data shows that the world is already a greener place than it was 20 years ago. *(Earth Observatory, NASA, 2019)*
- 04

Global green leaf area has increased by 5% equal to all of the Amazon rainforests, with China and India accounting for 1/3 of the greening, from tree-planting programs and intensive agriculture. *(Earth Observatory, NASA, 2019)*
- 05

Because we have blueprints for a planetary safety net, it could take us from 15% to 50.4% of the Earth's land protected and help halt catastrophic biodiversity loss and slow climate breakdown. *(The Guardian, 2020)*
- 06

Because indigenous peoples make up only 5% of the world's population, yet they protect around 80% of the world's biodiversity. *(Thomson Reuters Foundation News, 2021)*
- 07

Because legal recognition of indigenous and community forest rights in Peru reduced deforestation by up to 81% in the year following titling, demonstrating that titling can sometimes have immediate climate effects. *(World Resources Institute, 2018)*
- 08

Because, worldwide, indigenous people and local communities manage massive amounts of carbon in the trees and soil of their forests—at least 293,061 million metric tons. That's 17% of the total carbon stored in the world's forestlands. *(World Resources Institute, 2018)*
- 09

Because ecosystem restoration has the potential to draw down 30% of accumulated global carbon emissions. *(Restor)*
- 10

Because for the first time ever we can track the global impacts of restoration and conservation using Restor, 'a Google Maps for biodiversity'. *(Restor)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 11

Because by changing how we feed the world—
with plant-based burgers, bioreactor-grown dairy,
and more efficient indoor farms—we could turn land
now used for agriculture back into wilderness.

(Fast Company, 2021)
- 12

Because Project Drawdown researchers have
found that every country on Earth can make progress
toward its climate goals by altering how it uses land
— often with side benefits to health, the environment
& more. *(Project Drawdown, 2021)*
- 13

Because 20 governments stressed the critical
importance of protecting at least 30% of the world’s
lands and oceans by 2030 in their comments at
COP15, making “30x30” the most highlighted
target by parties in the meeting. *(Campaign for Nature, 2021)*
- 14

Because placing indigenous peoples’ rights centre
to the ‘30x30’ framework is already being called
into focus as a group of 49 philanthropic organizations
signed an open letter to the Post-2020 Global
Biodiversity Framework authors, urging that the
Framework must ensure full protection of human
rights and the leadership of Indigenous Peoples
and local communities as partners and decision
makers. *(REDD-monitor, 2021)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Protect natural ecosystems
Implement policies and practices to protect natural ecosystems that are affected by business and supply chain activities

02.


Prevent degradation of natural ecosystems
Research, develop and deploy products, services and business models to help decouple economic activity from the degradation of natural ecosystems

03.

Finance the protection of natural ecosystems
Galvanise finance to create awareness, protect and further develop natural ecosystems

04.

Value and respect natural capital
Design and implement solutions to accurately value respect natural capital and drive wider adoption of these solutions

15 LOVE NATURE

IF YOU ARE AN INDIVIDUAL

—

Discover the wonders of the natural world

—

Protect native plants and animals

—

Never buy products made from endangered wildlife

—

Support companies that protect and restore nature

—

Speak up for threatened forests and natural places



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

Provided a legal identity for all, including birth registration

Ensured public access to information and protected fundamental freedoms

Significantly reduced all forms of violence and related death rates everywhere and ensured equal access to justice for all

Substantially reduce all forms of organized crime, corruption, bribery, abuse, exploitation and trafficking

Ensured responsive, inclusive, participatory and representative decision-making at all levels including strengthening the participation of developing countries in the institutions of global governance

Awesome by 2050:



Human rights for the *future*

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Future generations have human rights set out in law.

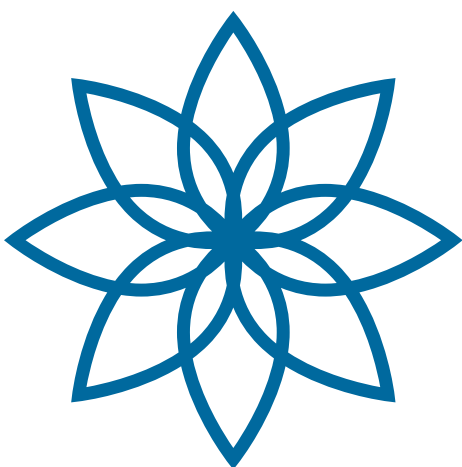


What do we mean by *human rights for the future?*

After establishing strong institutions, and once effective peace and justice protocols and laws become upheld globally, we then turned to human rights of future generations.

Humanity now has the bandwidth to start investing in their children’s children– enhancing the ability of future generations to meet their own needs.

Moving from protections for basic, ethical and moral human rights and liberties for all to a place where we can start to imagine a time and place where everyone’s human rights are respected and upheld and even future-proofed for challenges we may face.



HOW HARD WAS THIS TO IMAGINE?

The future is heavily ‘discounted’ in almost all decisions today. Both by entire societies and by individuals.

(The authors admit to sometimes deciding to diet tomorrow and eat the cake today.)

But many human cultures have the concept of being a ‘good ancestor’ and planting trees we know we won’t live long enough to sit beneath. So perhaps the idea of ensuring the rights of future generations into law isn’t so hard to imagine.



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because as of February 2021, laws on access to information have been adopted by 127 countries and territories. *(United Nations Progress, 2021)*
- 02

Because we have witnessed a new wave of developments in the rights of future generations forming a groundswell—numerous cases are currently being brought to court on behalf of future generations. In the United States, thousands of climate-related court cases have emerged to protect the future environment. *(ID4D, 2021)*
- 03

Because lawsuits that argue that governments have a human rights obligation to avoid dangerous levels of global warming are becoming increasingly widespread and successful. The most pivotal climate lawsuit in the past decade, was brought by the Urgenda Foundation, a climate group representing the interests of 900 Dutch citizens who argued that the government was putting them in “unacceptable danger” by setting an insufficient emissions reduction goal of 14-17% by 2020. In response the Dutch Supreme Court ordered the government to cut its greenhouse gas emissions by 25% by the end of 2020 instead. *(Climate Home News, 2021)*
- 04

Because the latest data from the World Bank shows there are just over 987 million people in the world who have no legal identity, that’s down from 1.5 billion in 2016. *(World Economic Forum, 2020)*
- 05

Because over the last decade, India’s Aadhaar, a biometrically secured national identification system, has allowed millions to participate in the country’s economic life. Researchers recognise the platform is a work in progress but are hopeful that “we could get the best of both worlds. Privacy as well as the efficiency benefits.” *(Yale Insights, 2020)*
- 06

Because thanks to nine youth climate activists, Germany’s supreme court ruled that the country’s climate law is partly unconstitutional and ordered the government to draw up clear emissions reduction targets after 2030. *(Climate Home News, 2021)*
- 07

Because globally, the cumulative number of climate change-related cases has more than doubled since 2015. Just over 800 cases were filed between 1986 and 2014, while over 1,000 cases have been brought in the last six years. *(LSE and Grantham Institute, 2021)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 08

Because data from the United Nations Educational, Scientific and Cultural Organization (UNESCO) show that as of August 2021, 132 United Nations Member States—almost 70%—had adopted constitutional guarantees or enacted access to information laws. *(United Nations, 2021)*
- 09

Because there are more parliamentarians globally today - as of January 2021, 31% of parliamentarians are 45 years of age or less, up from 28% in 2018. However male parliamentarians remain predominant in the leadership positions. *(United Nations Progress, 2021)*
- 10

Because Positive Peace, defined as the attitudes, institutions and structures that create and sustain peaceful societies has strengthened globally over the past decade, with the PPI score improving by 2.4 per cent since 2009. Much of this improvement came in the form of economic development, better health outcomes and greater access to technologies, especially in the information and communication areas. *(reliefweb, 2022)*



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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Take action against corruption
Identify and take robust action against corruption and violence in own operations and the supply chain


02.

Strengthen Institutions for rule of law
Work with governments to strengthen institutions and increase respect and support for the rule of law

03.

Work with governments for peace
Work with government and/or international institutions in areas of conflict and humanitarian crisis to contribute to peace and institution building

16 MAKE
PEACE



IF YOU ARE AN INDIVIDUAL

—

Learn about and use your rights

—

Be kind and tolerant

—

Resist corruption and abuse of power

—

Support the institutions that support people

—

Stand up for fairness and peace



Goal by 2030:



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

WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;

- | | |
|--|---|
| Strengthened domestic resource mobilization. | cooperation on and access to science, technology and innovation |
| Implemented the full official development assistance (ODA) commitments from developed countries. | Promoted the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries |
| Mobilized additional financial resources for developing countries. | Fully operationalised the technology bank and science, technology and innovation capacity-building mechanism |
| Developing countries have been assisted in attaining long-term debt sustainability. | Enhanced international support for implementing effective and targeted capacity-building in developing countries |
| Adopted and implemented investment promotion regimes for least developed countries | Enhanced capacity-building support to developing countries. |
| Enhanced North-South, South-South and triangular regional and international | |

Awesome by 2050:



Everyone
optimistic

WHAT WE SHOULD STRIVE FOR, AFTER THE SDG IS REACHED;

Everyone believes in an even better future



What do we mean by *everyone* *optimistic*?

People are satisfied, safe and engaged. And they believe that the experience of living will get even better for their children and future generations.

The anxiety and fear about the future, fuelled by climate change, pandemics and military threats, have been overcome.

New challenges will come, new inequities and new environmental threats. Utopia is unlikely and the work is never done.

But people look to the future with a sense of hope rather than fear, expecting that tomorrow will be grateful to today.



HOW HARD WAS THIS TO IMAGINE?

After working through all the other goals, this one was easier to imagine, because we felt it ourselves.

These AAG's are difficult and fascinating, and intensely optimistic. Even the act of imagining this world raised our positivity, and our commitment to work tirelessly to make it true.

That's a productive mindset which is thrilling to imagine being felt by everyone



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

- 01

Because the worlds two largest economies and CO2 emitters, China and the US agreed to boost climate co-operation over the next decade, in a surprise announcement at the COP26 climate summit in Glasgow. *(BBC, 2021)*
- 02

Because greater global cooperation is possible, the record speed at which safe and effective vaccines were developed during the first year of the pandemic was made possible by coordinated efforts among governments, businesses and research institutions. The BioNTech/Pfizer vaccine is made up of 280 components from 19 different countries. *(World Economic Forum, 2022)*
- 03

Because efforts have been made to reshape the global context so that it supports rather than hinders cooperation: on economic equity, 136 countries agreed to make taxes fairer by putting in place a common minimum corporate tax rate. On technology, numerous multilateral and multistakeholder efforts led by the OECD and UN, as well as the WEF, are charting pathways toward collaboration on frontier technologies. *(World Economic Forum, 2022)*
- 04

Because cooperative efforts can thrive even within a competitive context is one conclusion of the Global Action Group—a group of approximately 30 leaders from the public and private sectors that met since the outset of the pandemic for quarterly virtual dialogue sessions. *(World Economic Forum, 2022)*
- 05

Because intellectual property is being used to make the world a greener place via WIPO Green, an online platform that enables various players in climate change technology to connect and collaborate. This platform has seen a sharp rise in patent applications, up from 7,804 in 2006 to 16,947 in 2020. *(Raconteur, 2021)*
- 06

Because leaders from South Africa, the UK, the US, France, Germany, and the EU announced a ground-breaking partnership to support South Africa – the world’s most carbon-intensive electricity producer—with \$8.5 billion over the next 3-5 years to make a just transition away from coal, to a low-carbon economy. *(United Nations)*



The Evidence and Signals

Current breakthroughs and
achievements give us hope
that this AAG is possible

(cont.)

- 07

Because small and medium sized enterprises (SMEs) who account for 90% of businesses and more than 50% of employment worldwide are being supported with the resources they need to act on climate change. A new series of tools from the SME Climate Hub (an initiative from We Mean Business Coalition, the Exponential Roadmap Initiative, the United Nations Race to Zero campaign) will help SMEs more effectively measure and report on their emissions. *(Climate Home News, 2022)*
- 08

Because world leaders, environment ministers and other representatives from 173 countries have agreed to develop a legally binding treaty on plastics, in what many described a truly historic moment. The resolution calls for a treaty covering the “full lifecycle” of plastics from production to disposal, to be negotiated over the next two years. It has been described by the head of the UN Environment Programme (UNEP) as the most important multilateral environmental deal since the Paris Climate Accords in 2015. *(The Guardian, 2022)*



Make a *start*:

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United Nations
Global Compact

IF YOU ARE A BUSINESS

01.

Lead on responsible tax practices
Lead on partnerships to improve domestic resource mobilisation through responsible tax practices

02.

Finance sustainable development
Galvanize private sector finance to support sustainable development initiatives in developing countries

03.

Partner to share knowledge
Lead on partnerships to develop and share new and existing technology, knowledge, and business models

04.

Build capacity
Build regulatory, organizational, and staff capacity in developing countries

05.

Lead partnerships
Lead on partnerships that address systemic challenges for achieving the SDG's

17
COME
TOGETHER



IF YOU ARE AN INDIVIDUAL

—

Discover and share the Sustainable Development Goals

—

Support those who bring us together

—

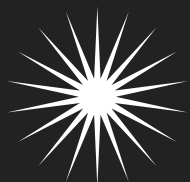
Celebrate the progress we've already made

—

Get involved and volunteer in your community

—

Help make tomorrow better than today

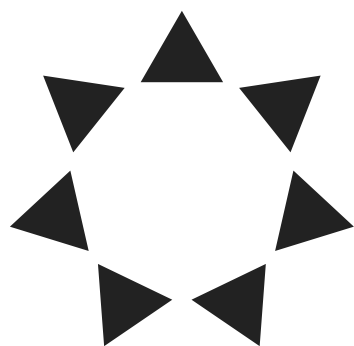


What's *Missing*?

Each of our proposed 2050 Awesome Anthropocene Goals have cleaved closely to the 2030 Sustainable Development Goals and their targets. However, we must acknowledge there are notable gaps in the SDGs themselves.

Launched in 2015 and reflecting what 193 countries could agree to – some gaps may be because of time, context or cultural acceptability.

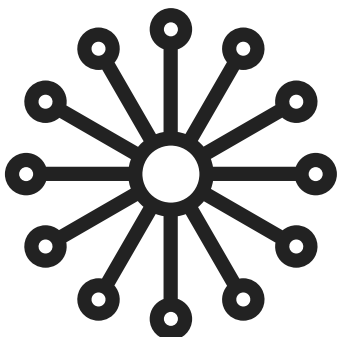
We choose to add three AAG's to fill those gaps.



Gender Identity, Expression & Sexuality as a Source of *Joy*



Space is a *Collective Commons*



Artificial Intelligence *Enhances Life* (Including its Own)



Gender Identity, Expression & Sexuality as a Source of *Joy*

All gender identities and expressions (& none), and all sexual orientations (& none) should be experienced as a joy in the absence of exclusion, exploitation or violence.

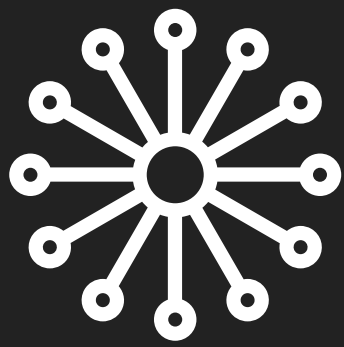
The LGBTQIA+ experience is absent and neglected in the SDGs. This caused a tension in developing the AAGs – as we cleaved closely to the SDGs but know and commit to the LGBTQIA+ experience and rights being fully accounted for and supported. Therefore, we propose this additional AAG on gender identity, expression and sexual orientation.



Space is a *Collective* Commons

The resources and wonder of space beyond the earth’s atmosphere should be held as collective right and property of all humanity. The benefits accruing to those institutions and individuals able to access space should be distributed.

At the time of the SDG adoption, billionaires did not yet dominate space exploitation. The Outer Space Treaty of 1967 places the Moon, the planets, and other celestial bodies under international law, however in reality, the benefits of space exploration and exploitation are held inequitably. Therefore, we propose this additional AAG on equitable benefit and protection of space.



Artificial Intelligence *Enhances* Life (Including its Own)

AI should always be programmed for the benefit of life. AI algorithms should be transparent and independently testable - especially in high-consequence scenarios such as defence, healthcare, policing and justice.

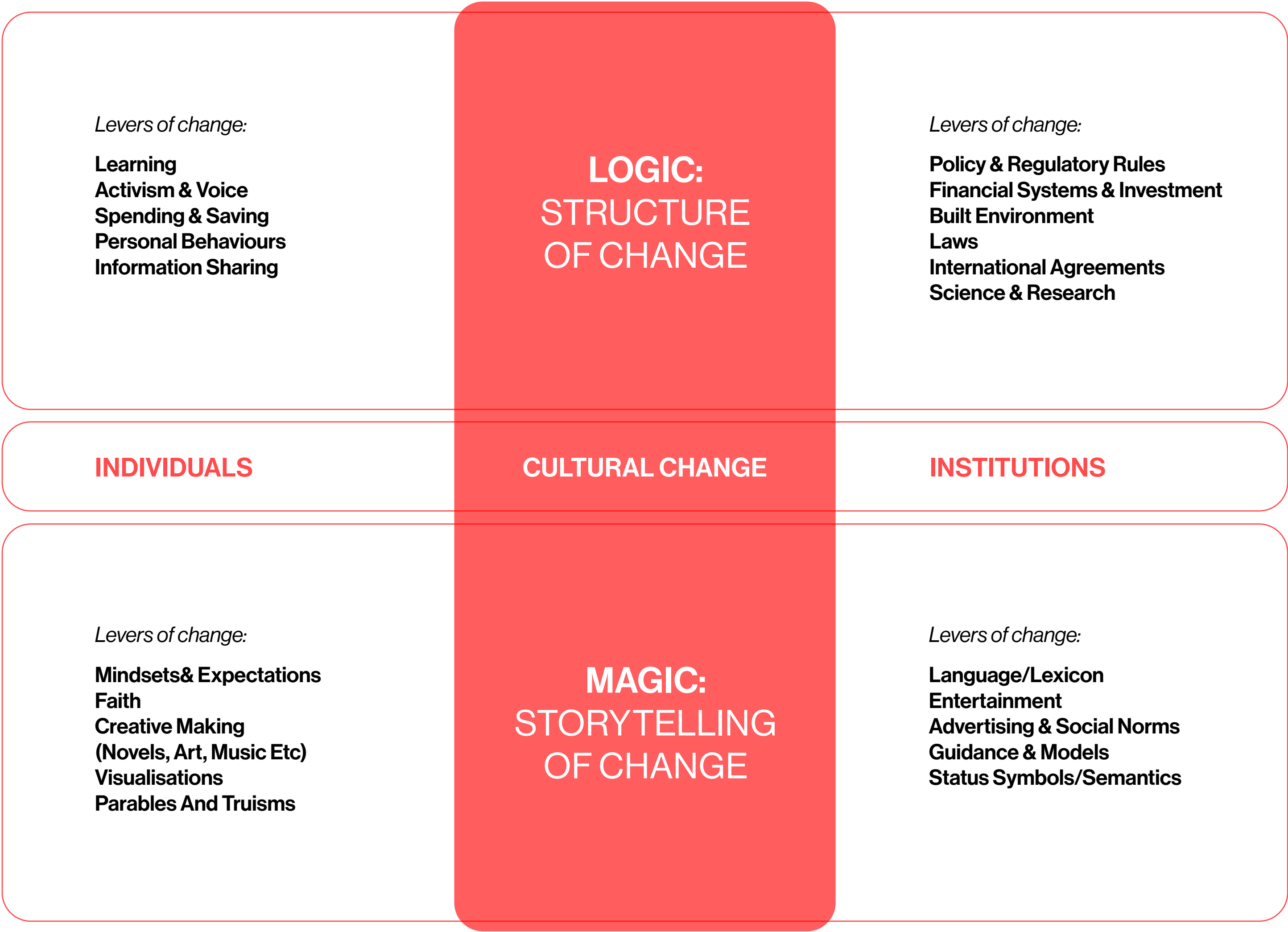
Artificial Intelligence algorithms already impact daily lives (and in the case of weapons systems – end lives). The moral compass of AI is, so far, dependent upon the human programming them and the data models they curate to train them, with growing urgency for oversight.

The possibilities for AI extend much further, perhaps even to sentience, at which point AI welfare should also be considered.

HOW DO WE REACH THESE GOALS?

At Futerra we've learnt that changemaking demands a holistic approach.

To reach goals, we always deploy both logic (structure, reason, objectivity, fact-based decision making) and magic (stories, intuition, creativity, emotional insight). At a global scale, humanity needs the institutional courage to change systems and the individual passion (and permission) for transformation. The model to the right begins to map the levers of change across this matrix of change.





METHODOLOGY:

This report is founded upon the targets and indicators under each of the [17 UN Sustainable Development Goals \(SDG's\)](#).

This understanding provided us with a clear view of what the world might look like in 2030, if and when these globally agreed goals are achieved.

The authors of this report then reviewed leading research, listened to voices and sought solutions under each SDG area to inform a big idea or Awesome Anthropocene Goals (AAG's) that's grounded in possibility. Each AAG concept has been evidenced by metrics, research and possible solutions available to us today.

To illustrate action we have provided an overview from the [UN Global Compact's Blueprint for Business Leadership on the SDG's](#) and key actions individuals can take from the [Good Life Goals](#).

Note: the inclusion of the UN SDG's, the 10YFP Good Life Goals and the Global Compact Blueprint for Business Leadership on the SDG's does not imply that these bodies endorse this work.

WHAT'S NEXT?

This is the first edition of the Awesome Anthropocene Goals. Over the coming months we are seeking feedback, wisdom and challenges to guide the next edition.

- Futerra will host a series of public webinars on each AAG with invited critics.
- We will invent user-friendly ways to interact with the AAGs beyond this giant report
- Reviewers have suggested a 'toolbox' of actions and mechanisms to work on the AAGs
- The AAGs need stories, we will find ways to tell them.

If you have additional ways the AAGs can support your own work as a change-maker, please get in touch.



IF WE WANT TO
AVOID APOCALYPSE
WE NEED TO AIM
FOR AWESOME





THANK YOU

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