

# #FirstGeneration

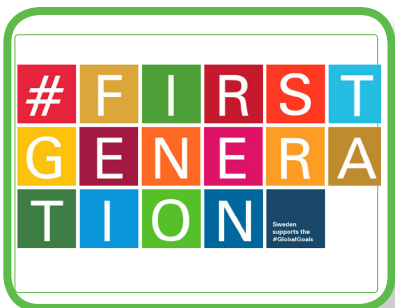
"We are the first generation that can create a sustainable future. The knowledge exists. Educators are showing the way. The 2030 Agenda and the Global Goals are our joint action plan."

Initiation phase

1. The UN adopts 17 common Sustainable Development Goals.



3. Planning #FirstGeneration



Ban Ki-Moon:  
"We are the first generation that can wipe out extreme poverty and the last one that can halt climate change"

Sep  
2015

2. Communication campaign  
globalgoals.org.



Swede Jakob Trollbäck is behind the graphic profile.

Nov



The campaign targets young people under the age of 25



Teachers and educators have a unique role and opportunity to engage young people in sustainable development. Educators and teachers are therefore the main focus of the campaign.

Implementation phase

4. The campaign starts. The Swedish MFA, Swedish embassies and external actors collaborate.



[www.firstgeneration.se](http://www.firstgeneration.se)

[@F1rst\\_Gen](https://twitter.com/f1rst_gen)

[facebook.com/generationfirst](https://facebook.com/generationfirst)

Social Media

#FirstGeneration

#GlobalGoals

External actors

New York

6. Event in New York. Collaboration with external and a ministerial presence.



Jan  
2016



The Global Goals come into effect.

Swedish Embassies

Local events

Social Media

#FirstGeneration

#GlobalGoals

5. Embassies take part via events and social media. Teachers and educators are the focus, and the Global Goals are highlighted in a local context.

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Stockholm

7. Event in Stockholm. Teachers invited via embassies. Collaboration with external actors and a ministerial presence. Crown Princess Victoria invited to attend.