

SUSTAINABLE SUNDAY

Despite Sweden's high ambitions, the general knowledge about Agenda 2030, the United Nations' Sustainable Development Goals (SDGs), and how these are affected by Covid-19, is highly unsatisfactory among citizens. Up to 50 percent of Swedes lack basic and sufficient knowledge about the sustainability goals¹.

4.7 Education for Sustainable Development and Global Citizenship is the core target of the project, but all SDGs are essentially approached.

Sustainable Sunday aims to

- 1 make an impact and create a more sustainable world by increasing knowledge among Swedes, and
- 2 provide insights into how information about the SDGs should be spread digitally, contributing to an increased likelihood of success for forthcoming campaigns.

PROCESS



THE IDEA

Faced with the fact that only half of the Swedish population were familiar with the Sustainable Development Goals, and recognizing how crucial they are for our future, we wanted to join the quest of increasing the knowledge about Agenda 2030. We identified the lack of relevant information and marketing targeted towards people above school age and decided to tackle the problem through the following three separate, but highly interdependent, components.



THE ARTICLES

Every Sunday since early April we have published an article on our website, providing information and discussions about one of the SDGs as well as how Covid-19, and the measures taken to reduce the spread, has affected that goal. To include aspects that might be rejected by traditional and/or national media and creating captivating and legible articles that capture and retain the interest of the reader remains central to the project.



THE WEBSITE

As the heart of the project and the platform for our published articles, it was of utmost importance to create a website that was easily navigated by anyone interested, regardless of the user's technological proficiency, while still conveying an impression of competence and encouraging engagement. The key points that were kept in mind when constructing the website hence became design, imagery, messaging and involvement.



THE SOCIAL MEDIA

Instagram and Facebook have functioned as our main promotion channels, through which we have intended to spark interest and increase traffic to our website. Our concept has been divided into three steps: (1) a video introducing this week's article, urging the reader to visit the website and read more; (2) a reminder, the following Wednesday, of our latest update, and (3) a repost, on Friday, of another source's content providing further observations of the SDG.

RESULTS

283

website visitors
between the 4th of April
and 4th of May

39%

of website traffic was
generated through
our social channels

48%

of users visited the
website at least
once a week

20 qualitative interviews concerning the overall project, website, and social media usage were conducted. The primary conclusions drawn were:

- 1 Professional and clear-cut website, social media channels and videos
- 2 A distinct concept with one goal and related article per week
- 3 The articles taught the majority of readers something new
- 4 Short articles summarizing a lot of information are appreciated

References

¹ We Effect (2019). "Bara hälften av svenskarna känner till de globala målen" [Press release], 10 July.

The Team

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For more information, visit our website on sustainablesunday.se



CHALLENGES

The most challenging parts of our project have been to reach a broader audience and to engage our readers in a discussion about the week's topic. While being continuously active on social media channels allowed us to catch the initial attention of mostly young adults, we soon realized that the somewhat older crowd would require a more extensive and expensive marketing campaign.



LEARNINGS

People are interested in the SDGs when encountered with them. The problem is not a lack of interest but rather the lack of highlighted and correctly targeted information. Using a current topic, such as Covid-19, is an efficient gateway to promote further exploration and research into the goals among readers.



FUTURE VISION

Sustainable Sunday is envisioned as the future obvious platform for people eager to learn more about the work conducted towards a more sustainable society and who want to discuss relevant issues. The website would work as a place where information and different perspectives are presented in a compelling, but at the same time accessible, manner.

