



Your Purpose Test Report



THE PURPOSE TEST

Discover Your Life Purpose

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Your Number 1
Purpose

17 PARTNERSHIPS
FOR THE GOALS



Congratulations

Congratulations on taking the Purpose Test, and discovering your No.1 Purpose. You have chosen this purpose from the 17 UN Sustainable Development Goals. These are bold, global goals essential to the future of humanity and our planet: From ending poverty, to ensuring equality, to caring for the environment.

Each of these goals were set by the UN in 2015, with measures created in 2016, and targets to reach by 2030. This report gives you more information on your No.1 Purpose, together with the other 16 goals and the actions you can now take to align your business and your life to the purpose that means most to you.



Why your purpose is important

When you are driven by your purpose, every day becomes meaningful and you begin to measure your progress by what you give more than what you get. Having an impact and making a contribution builds both confidence and determination. As Winston Churchill says “We make a living by what we get, but we make a life by what we give.”

When you put your purpose first, you will also find that it becomes far easier to attract the right mentors, peers and partners who share the same purpose as you. New connections and opportunities will appear as you connect to the movement and global community that share your purpose.

And finally, when you align your business to your purpose, you will attract a more motivated and loyal team, who will be more fulfilled in their work and - in turn - will lead you to be more fulfilled in your leadership.

Your First 5 Steps to Take

1. Learn about your purpose

In the following pages you will learn about all 17 of the UN Sustainable Development Goals, and what the targets are for each. You will find links to learn about your No.1 Purpose in more detail, along with the others you are most interested in supporting. On GeniusU, you will find news, developments and progress on each of them, your natural vision, and the type of business you will be most successful in.

2. Join GeniusU

GeniusU is the largest online entrepreneur education platform in the World, and it has free assessments for you to discover your purpose, passions and talents. You can then connect with other entrepreneurs and take learning missions that are the best fit for you. Personalise your profile, and add each of the goals you care most about.

3. Join your Purpose Circle

On GeniusU, there are Purpose Circles for each of the 17 UN global goals. Each has a stream of connections, opportunities and news that you can add to and be inspired by. This is where entrepreneurs are making a global, measurable difference in each goal.

4. Connect to a cause

GeniusU has partnered with Buy1Give1, an organization which directly connects companies with causes in each of the 17 goals. When you connect to a cause, your giving becomes automatic and you have a measurable impact with every transaction.

5. Make a difference

Connect with the contacts, companies and causes that share your purpose. Take on an apprentice entrepreneur or become an apprentice entrepreneur. Discover who in your network shares the same purpose as you, and invite your colleagues, friends and family to take the Purpose Test so you can support them to live their purpose too.



THE PURPOSE TEST
Discover Your Life Purpose

No Poverty

End poverty in all its forms everywhere

1 NO
POVERTY



Goal #1 is No Poverty: To end poverty in all its forms everywhere. Extreme poverty rates have been cut by more than half since 1990. While this is a remarkable achievement, one in five people in developing regions still live on less than \$1.25 a day, and there are millions more who make little more than this daily amount, plus many people risk slipping back into poverty.

Poverty is more than the lack of income and resources to ensure a sustainable livelihood. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination and exclusion as well as the lack of participation in decision-making. Economic growth must be inclusive to provide sustainable jobs and promote equality.

Top 5 Targets

- 1) By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.
- 2) By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.
- 3) Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.
- 4) By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including micro-finance.
- 5) By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

Zero Hunger

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

2 ZERO HUNGER



Goal #2 is Zero Hunger: To end hunger, achieve food security and improved nutrition and promote sustainable agriculture. It is time to rethink how we grow, share and consume our food. If done right, agriculture, forestry and fisheries can provide nutritious food for all and generate decent incomes, while supporting people-centred rural development and protecting the environment.

Right now, our soils, freshwater, oceans, forests and biodiversity are being rapidly degraded. A profound change of the global food and agriculture system is needed if we are to nourish today's 795 million hungry and the additional 2 billion people expected by 2050.

Top 5 Targets

- 1) By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.
- 2) By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of children, mother and the elderly.
- 3) By 2030, double the agricultural productivity and incomes of small-scale food producers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services and markets.
- 4) By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, and that help maintain ecosystems.
- 5) By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species.

Good Health and Well-being

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

3 GOOD HEALTH AND WELL-BEING



Goal #3 is Good Health and Well-being: To ensure healthy lives and promote wellbeing for all at all ages. Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development.

Significant strides have been made in increasing life expectancy and reducing some of the common killers associated with child and maternal mortality. Major progress has been made on increasing access to clean water and sanitation, reducing malaria, tuberculosis, polio and the spread of HIV/AIDS. However, many more efforts are needed to fully eradicate a wide range of diseases and address many different persistent and emerging health issues.

Top 5 Targets

- 1) By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.
- 2) By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.
- 3) By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.
- 4) By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and wellbeing.
- 5) Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines for all.

Quality Education

Ensure inclusive and quality education for all
and promote lifelong learning

4 QUALITY EDUCATION



Goal #4 is Quality Education: To ensure inclusive and quality education for all and promote lifelong learning. Obtaining a quality education is the foundation to improving people's lives and sustainable development. Major progress has been made towards increasing access to education at all levels and increasing enrolment rates in schools particularly for women and girls.

Basic literacy skills have improved tremendously, yet bolder efforts are needed to make even greater strides for achieving universal education goals. For example, the world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education.

Top 5 Targets

- 1) By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.
- 2) By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education.
- 3) By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.
- 4) By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
- 5) By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, global citizenship, promotion of a culture of peace and non-violence.

Gender Equality

Achieve gender equality and empower all women and girls

5 GENDER EQUALITY



Goal #5 is Gender Equality: To achieve gender equality and empower all women and girls. While the world has achieved progress towards gender equality and women's empowerment under the Millennium Development Goals (including equal access to primary education between girls and boys), women and girls continue to suffer discrimination and violence in every part of the world. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large.

Top 5 Targets

- 1) End all forms of discrimination against all women and girls everywhere.
- 2) Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.
- 3) Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.
- 4) Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life.
- 5) Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.

Clean Water and Sanitation

Ensure access to water and sanitation for all

6 CLEAN WATER AND SANITATION



Goal #6 is Clean Water and Sanitation: To ensure access to water and sanitation for all. Clean, accessible water for all is an essential part of the world we want to live in. There is sufficient fresh water on the planet to achieve this. But due to bad economics or poor infrastructure, every year millions of people, most of them children, die from diseases associated with inadequate water supply, sanitation and hygiene.

Water scarcity, poor water quality and inadequate sanitation negatively impact food security, livelihood choices and educational opportunities for poor families across the world. Drought afflicts some of the world's poorest countries, worsening hunger and malnutrition. By 2050, at least one in four people is likely to live in a country affected by chronic or recurring shortages of fresh water.

Top 5 Targets

- 1) By 2030, achieve universal and equitable access to safe and affordable drinking water for all.
- 2) By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.
- 3) By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.
- 4) By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.
- 5) By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

Affordable and Clean Energy

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

7 AFFORDABLE AND CLEAN ENERGY



Goal #7 is Affordable and Clean Energy: To ensure access to affordable, reliable, sustainable and modern energy for all. Energy is central to nearly every major challenge and opportunity the world faces today. Be it for jobs, security, climate change, food production or increasing incomes, access to energy for all is essential.

Sustainable energy is opportunity – it transforms lives, economies and the planet. UN Secretary-General Ban Ki-moon is leading a Sustainable Energy for All initiative to ensure universal access to modern energy services, improve efficiency and increase use of renewable sources.

Top 5 Targets

- 1) By 2030, ensure universal access to affordable, reliable and modern energy services.
- 2) By 2030, increase substantially the share of renewable energy in the global energy mix.
- 3) By 2030, double the global rate of improvement in energy efficiency.
- 4) By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.
- 5) By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing States, and land-locked developing countries, in accordance with their respective programmes of support.

Decent Work and Economic Growth

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

8 DECENT WORK AND ECONOMIC GROWTH



Goal #8 is Decent Work and Economic Growth: To promote inclusive and sustainable economic growth, employment and decent work for all. Roughly half the world's population still lives on the equivalent of about US\$2 a day. This slow and uneven progress requires us to rethink and retool our economic and social policies aimed at eradicating poverty.

A continued lack of decent work opportunities, insufficient investments and underconsumption lead to an erosion of the basic social contract underlying democratic societies: that all must share in progress. Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs that stimulate the economy while not harming the environment. Job opportunities and decent working conditions are also required for the whole working age population.

Top 5 Targets

- 1) Achieve higher levels of economic productivity through diversification, technological upgrading and innovation.
- 2) Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises.
- 3) By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.
- 4) By 2020, substantially reduce the proportion of youth not in employment, education or training.
- 5) Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and by 2025 end child labour in all its form.

Industry, Innovation and Infrastructure

Build resilient infrastructure, promote sustainable industrialization and foster innovation

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Goal #9 is Industry, Innovation and Infrastructure: To build resilient infrastructure, promote sustainable industrialization and foster innovation. It has long been recognized that growth in productivity and incomes, and improvements in health and education outcomes require investment in infrastructure. Inclusive and sustainable industrial development is the primary source of income generation, allows for rapid and sustained increases in living standards for all people, and provides the technological solutions to environmentally sound industrialization.

Technological progress is the foundation of efforts to achieve environmental objectives, such as increased resource and energy-efficiency. Without technology and innovation, industrialization will not happen, and without industrialization, development will not happen.

Top 5 Targets

- 1) Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.
- 2) Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.
- 3) By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes.
- 4) Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries.
- 5) Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.

Reduced Inequalities

Reduce inequality within and among countries

10 REDUCED
INEQUALITIES



Goal #10 is Reduced Inequalities: To reduce inequality within and among countries. The international community has made significant strides towards lifting people out of poverty. The most vulnerable nations continue to make inroads into poverty reduction. However, inequality still persists and large disparities remain in access to health and education services and other assets.

Additionally, while income inequality between countries may have been reduced, inequality within countries has risen. There is growing consensus that economic growth is not sufficient to reduce poverty if it is not inclusive and if it does not involve the three dimensions of sustainable development - economic, social and environmental.

Top 5 Targets

- 1) By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.
- 2) By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.
- 3) Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.
- 4) Ensure enhanced representation and voice for developing countries in decisionmaking in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions.
- 5) Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies.

Sustainable Cities and Communities

Make cities inclusive, safe, resilient and sustainable

11 SUSTAINABLE CITIES AND COMMUNITIES



Goal #11 is Sustainable Cities and Communities: To make cities inclusive, safe, resilient and sustainable. Cities are hubs for ideas, commerce, culture, science, productivity, social development and much more. At their best, cities have enabled people to advance socially and economically. However, many challenges exist to maintaining cities in a way that continues to create jobs and prosperity while not straining land and resources. Common urban challenges include congestion, lack of funds to provide basic services, a shortage of adequate housing and declining infrastructure.

The challenges cities face can be overcome in ways that allow them to continue to thrive and grow, while improving resource use and reducing pollution and poverty. The future we want includes cities of opportunities for all, with access to basic services, energy, housing, transportation and more.

Top 5 Targets

- 1) By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.
- 2) By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport.
- 3) By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.
- 4) Strengthen efforts to protect and safeguard the world's cultural and natural heritage.
- 5) By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

Responsible Consumption and Production

Ensure sustainable consumption and production patterns

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Goal #12 is Responsible Consumption and Production: To make cities inclusive, safe, resilient and sustainable. Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

Sustainable consumption and production aims at “doing more and better with less,” increasing net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole lifecycle, while increasing quality of life. It involves different stakeholders, including business, consumers, policy makers, researchers, retailers, media, and development cooperation agencies, among others.

Top 5 Targets

- 1) By 2030, achieve the sustainable management and efficient use of natural resources.
- 2) By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
- 3) By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil.
- 4) By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
- 5) By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Climate Action

Take urgent action to combat climate change and its impacts

13 CLIMATE ACTION



Goal #13 is Climate Action: To take urgent action to combat climate change and its impacts. Climate change is now affecting every country on every continent. It is disrupting national economies and affecting lives, costing people, communities and countries dearly today and even more tomorrow.

People are experiencing the significant impacts of climate change, which include changing weather patterns, rising sea level, and more extreme weather events. The greenhouse gas emissions from human activities are driving climate change and continue to rise. They are now at their highest levels in history. Without action, the world's average surface temperature is projected to rise over the 21st century and is likely to surpass 3 degrees Celsius this century—with some areas of the world expected to warm even more. The poorest and most vulnerable people are being affected the most.

Top 5 Targets

- 1) Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.
- 2) Integrate climate change measures into national policies, strategies and planning.
- 3) Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.
- 4) Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to address the needs of developing countries.
- 5) Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities.

Life below Water

Conserve and sustainably use the oceans, seas and marine resources



Goal #14 is Life below Water: To take urgent action to combat climate change and its impacts. The world's oceans - their temperature, chemistry, currents and life - drive global systems that make the Earth habitable for humankind.

Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Throughout history, oceans and seas have been vital conduits for trade and transportation. Careful management of this essential global resource is a key feature of a sustainable future.

Top 5 Targets

- 1) By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.
- 2) By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.
- 3) Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels.
- 4) By 2020, effectively regulate harvesting and end overfishing, illegal fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible.
- 5) By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information

Life on Land

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss



Goal #15 is Life on Land: To sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss. Forests cover 30 per cent of the Earth's surface and in addition to providing food security and shelter, forests are key to combating climate change, protecting biodiversity and the homes of the indigenous population. Thirteen million hectares of forests are being lost every year while the persistent degradation of drylands has led to the desertification of 3.6 billion hectares.

Deforestation and desertification – caused by human activities and climate change – pose major challenges to sustainable development and have affected the lives and livelihoods of millions of people in the fight against poverty. Efforts are being made to manage forests and combat desertification.

Top 5 Targets

- 1) By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.
- 2) By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods.
- 3) By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.
- 4) Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.
- 5) Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities.

Peace, Justice and Strong Institutions

Promote just, peaceful and inclusive societies

16 PEACE AND JUSTICE
STRONG INSTITUTIONS



Goal #16 is Peace, Justice and Strong Institutions: To promote just, peaceful and inclusive societies. It is dedicated to the promotion of peaceful and inclusive societies for sustainable development, the provision of access to justice for all, and building effective, accountable institutions at all levels.

At a time of increased terrorism and global fear, global peace and security is more important than ever. It is the foundation by which the other goals can be achieved.

Top 5 Targets

- 1) Significantly reduce all forms of violence and related death rates everywhere.
- 2) By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime.
- 3) Substantially reduce corruption and bribery in all their forms.
- 4) Develop effective, accountable and transparent institutions at all levels.
- 5) Ensure responsive, inclusive, participatory and representative decision-making at all levels

Partnerships for the Goals

Revitalize the global partnership for sustainable development

17 PARTNERSHIPS FOR THE GOALS



Goal #17 is Partnerships for the Goals: To revitalize the global partnership for sustainable development. A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre, are needed at the global, regional, national and local level.

Urgent action is needed to mobilize, redirect and unlock the transformative power of trillions of dollars of private resources to deliver on sustainable development objectives. Long-term investments, including foreign direct investment, are needed in critical sectors, especially in developing countries. These include sustainable energy, infrastructure and transport, as well as information and communications technologies.

Top 5 Targets

- 1) Enhance international support for implementing effective and targeted capacity building in developing countries to support national plans to implement all the sustainable development goals.
- 2) Assist developing countries in attaining long-term debt sustainability through coordinated policies aimed at fostering debt financing, debt relief and debt restructuring.
- 3) Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed.
- 4) Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.
- 5) By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

Helpful Links

Ready to take action? Here are some helpful links to take you further in building your knowledge and connections in pursuit of your purpose:

B1G1: www.B1G1.com

B1G1 is a Social Enterprise and non-profit organisation with a mission to create a world that's full of giving. Unlike conventional giving models, B1G1 helps small and medium sized businesses achieve more social impact by embedding giving activities in their everyday business operations to create unique Giving Stories. Use B1G1 to find the causes that align with your purpose.

UN Global Goals: <http://bit.ly/UN-GlobalGoals>

This is the official United Nations site for the Sustainable Development Goals, with details on each of the goals, action to take and updates from the UN. Use this site to dive deeper into your No.1 Purpose and the other goals that you are most passionate about supporting.

Knowledge Platform: <https://sustainabledevelopment.un.org>

This is a special site that the United Nations created to serve as a knowledge platform for the 17 Sustainable Development Goals. It provides you with further resources including news, reports and stakeholder engagement initiatives you can get involved with in to support each of the goals.



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