


ENGAGE Project Database of Best practices collected at EU level

Purpose: To offer a gallery of best practices examples to be used as examples and motivations for the youth leaders in their activities when raising young people’s awareness of UE values and motivating them to get engaged in democratic life.

Title of the initiative	17 Ziele für Nachhaltige Entwicklung - Agenda 2030 der UN																								
Representative image of the initiative																									
Website/Social Media account of the initiative	Website: Start - Ziele für Nachhaltige Entwicklung - Agenda 2030 der UN Instagram: 17 Ziele (@17ziele.de) • Instagram-Fotos und -Videos																								
Country of implementation	Germany																								
Representative organisation/ individuals	Engagement Global, German Federal Ministry for Economic Cooperation and Development (BMZ)																								
Field of action	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">EU values & human rights</td> <td style="width: 5%; text-align: center;"><input type="checkbox"/></td> <td style="width: 40%;">Citizenship</td> <td style="width: 5%; text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cultural identity</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Digital citizenship</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Diversity and inclusion</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>Gender, social, economic and health</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td>Social justice</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Leadership & mentorship</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Democratic life</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>Other</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Climate change, sustainability</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td></td> <td></td> </tr> </table>	EU values & human rights	<input type="checkbox"/>	Citizenship	<input type="checkbox"/>	Cultural identity	<input type="checkbox"/>	Digital citizenship	<input type="checkbox"/>	Diversity and inclusion	<input checked="" type="checkbox"/>	Gender, social, economic and health	<input checked="" type="checkbox"/>	Social justice	<input type="checkbox"/>	Leadership & mentorship	<input type="checkbox"/>	Democratic life	<input checked="" type="checkbox"/>	Other	<input type="checkbox"/>	Climate change, sustainability	<input checked="" type="checkbox"/>		
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	If other, please specify
Type of action	awareness-raising and educational initiative
Target group	general public, educators, students, policymakers, and organizations interested in sustainable development and global cooperation
Main partners or stakeholders	<ul style="list-style-type: none"> • Engagement Global • German Federal Ministry for Economic Cooperation and Development (BMZ) • Various NGOs, educational institutions, and local governments
Short description of the initiatives	17ziele.de is an informative platform dedicated to promoting the United Nations' 17 Sustainable Development Goals (SDGs) as outlined in the 2030 Agenda. The website offers comprehensive insights into each goal, practical tips for individual action, and downloadable materials to foster awareness and engagement.
Activities and methods implemented	<ul style="list-style-type: none"> • Interactive Events • Educational Materials • Engaging Campaigns • Collaborative Projects • Digital Tools
Key Success Factors	<ul style="list-style-type: none"> • Comprehensive Educational Resources: Offers a wide range of materials, including posters, icons, and interactive tools, to educate the public about the SDGs. • Engaging Public Campaigns: Utilizes creative campaigns like "Tu Du's" to encourage individual actions towards achieving the SDGs. • Strong Institutional Support: Backed by governmental and non-governmental organizations, ensuring credibility and widespread reach.