

SDG Brainstorm

Planning and Engagement Activity

OVERVIEW

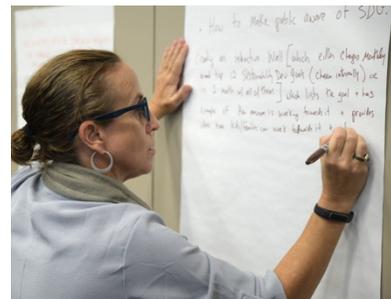
The SDG Brainstorm activity introduces participants to the United Nation’s Sustainable Development Goals (SDGs) and provides an opportunity to consider ways that cultural organizations can address the goals. It is intended to help professionals understand the breadth of sustainability and the wide range of activities their organization might undertake to support sustainable development.

MATERIALS

- Worksheet (one or more copies) or large sheets of chart paper labeled with the SDGs
- Pens

FACILITATION NOTES

This activity is intended for professionals who work in cultural organizations such as museums and their community partners. You can use this activity in a variety of professional settings. For example, you can use it at a staff meeting to introduce the concept of sustainability and its relevance to your organization, at a green team meeting to brainstorm possible sustainability initiatives, or at a training to make staff and volunteers more comfortable with sustainability concepts and goals.



The activity can be done in one session, or you can introduce it in one session and discuss it in another. Participants can work independently or in pairs, and then share and discuss their ideas with the larger group. You can use the worksheet included in this guide if you are doing this independently or in a small group. If you have a large group, you can label sheets of chart paper with each SDG and let participants circulate to fill in their ideas.

Introduce the activity by explaining that its purpose is to generate ideas and find connections between the SDGs and the organization. If necessary, provide some basic background on the UN Sustainable Development goals. Emphasize that there are no right or wrong answers. It’s ok if participants can’t find a connection or alignment with some of the SDGs—one might come out later during discussion.

DISCUSSION

Be sure to allow time for participants to share and discuss their ideas. This will expand and reinforce learning and possibly lead to promising ideas that the group will want to pursue. To debrief the activity, discuss:

- Did this activity give you a new perspective on what sustainability is?
- Was there anything surprising or inspiring about the SDGs or their connections to your organization?
- Did this activity give you new ideas for how you could integrate sustainability into your work? Or new groups you could partner with?
- Does this activity suggest any ideas that you want to pursue?

BACKGROUND INFORMATION

The Member States of the United Nations adopted the Sustainable Development Goals (SDGs) on September 25, 2015, by General Assembly resolution A/RES/70/1. The aim of the resolution is to achieve all 17 goals by 2030 and create a better and more sustainable future for everyone.

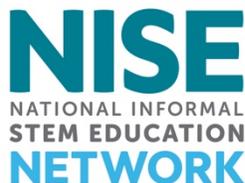


More information about the SDGs can be found online:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

<https://www.youtube.com/watch?v=3WODX8fyRHA>

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The Sustainable Development Goals (SDGs) logo, color wheel, and icons are used according to the United Nations guidelines: https://www.un.org/sustainabledevelopment/wp-content/uploads/2019/01/SDG_Guidelines_AUG_2019_Final.pdf

The Rob and Melani Walton Sustainability in Science and Technology Museums program is supported through funding from the Rob and Melani Walton Foundation.

SDG Brainstorm

Worksheet

INSTRUCTIONS

For each goal, consider:

- Does this goal align with your organization’s mission? If so, do you have initiatives that address this goal, or could you create new initiatives to address it?
- Are there other organizations in your community that address this goal?

After you look over all the goals, you might choose to work on all 17 or just a few that align with your organization’s priorities. There is an example filled in for each goal to help you brainstorm. As you work, you can delete the example text and fill in your own ideas.

<p>1 NO POVERTY</p> 	<p>EXAMPLE: We provide free admissions passes to social service organizations to give out to their patrons, but not many families use the passes. On a trial basis, we could try letting families in without passes or proof of income if they ask for free admission and see what effect it has.</p>
<p>2 ZERO HUNGER</p> 	<p>EXAMPLE: Can we make visits to the food bank fun for kids by providing hands-on activities they can do while their parents are shopping? Can we set up a collection box for the food bank that our frequent visitors could contribute to?</p>
<p>3 GOOD HEALTH AND WELL-BEING</p> 	<p>EXAMPLE: Our play grocery store has information about nutrition but our vending machine and cafeteria do not offer many healthy food choices. We should see if we can provide better options.</p>

<p>4 QUALITY EDUCATION</p> 	<p>EXAMPLE: Our entire mission is focused on learning opportunities for families and kids! In addition, we partner with schools by providing field trip and outreach programs. There are many other organizations with educational missions, and we could make stronger connections with them.</p>
<p>5 GENDER EQUALITY</p> 	<p>EXAMPLE: Every year for women’s history month we highlight the accomplishments of local women and the potential of all girls to succeed. We also offer special programs for both brownies/girl scouts and cub/boy scouts. We could reach out to women’s support groups and/or LGBTQ organizations in our community and learn more about what they do.</p>
<p>6 CLEAN WATER AND SANITATION</p> 	<p>EXAMPLE: Our summer campers test water in the stream outside our museum to see if our local water is clean. We should see if there are any citizen science projects that could actually use our data.</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p> 	<p>EXAMPLE: We have an exhibit that shows how solar panels work, which is sponsored by our local energy utility. We could add information about how families can enroll in the program to use clean energy sources and let visitors know that our museum participates.</p>
<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>EXAMPLE: We participate in our community’s job training program for teens. Some of our staff and volunteers feel that this is a very time intensive effort. Can we increase internal support for the program if we frame it as a sustainable development effort? Could we get funding for the program if we pitch it this way?</p>
<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p>EXAMPLE: Our maker space is designed to inspire the innovators of the future. Our library has similar programming, so could sustainability be a way to distinguish what we do?</p>

<p>10 REDUCED INEQUALITIES</p> 	<p>EXAMPLE: We provide outreach programs to every elementary school in our county so that all children in our region have access to high quality learning opportunities outside of school. Maybe we can encourage other organizations to do the same and apply for funding together.</p>
<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>EXAMPLE: When we opened, our museum renovated an existing building and helped to revitalize our downtown area. Now we should do something that is focused on outdoor amenities for the neighborhood.</p>
<p>13 CLIMATE ACTION</p> 	<p>EXAMPLE: Our museum has issued a statement about our position with regard to climate science, but we don't have very much about this topic in our exhibits or programs. Could the youth climate movement be a way to engage kids who have "aged out" of our other offerings?</p>
<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>EXAMPLE: We stopped using disposable service ware in our cafeteria or our events. However, our craft programs still use a lot of materials and create waste that isn't recyclable—can we improve there?</p>
<p>14 LIFE BELOW WATER</p> 	<p>EXAMPLE: Our coral reef tank shows the diversity of animals that live in the ocean. We could have our animal care specialists talk more about conversation and preserving biodiversity when they do public presentations.</p>
<p>15 LIFE ON LAND</p> 	<p>EXAMPLE: The city maintains native plants and interpretive signage near our building. We have talked about doing programming related to these plantings, and could see if our local university extension would do something for summer camp.</p>

<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p>EXAMPLE: We allow community groups to use our meeting space free of charge. We can reach out to these and other organizations and see if there is more we can do.</p>
<p>17 PARTNERSHIPS FOR THE GOALS</p> 	<p>EXAMPLE: Our partnerships are pretty strong with other organizations that have an educational mission, such as the university, the school district, and afterschool programs. We would like to build new partnerships with organizations that support other goals, especially social service organizations that help families with food insecurity and homelessness.</p>

REFLECTION

Did this activity give you a new perspective on what sustainability is?

Did this activity give you new ideas for how you could integrate sustainability into your work?
Or new groups you could partner with?

Was there anything surprising about the SDGs or their connections to your organization?
Anything interesting or inspiring?

Does this activity suggest any ideas that you want to pursue?