



VOLUME 2

The SDGs in your municipality

50 practical awareness-raising examples

 THE 17 SDGs



On the cover - The sustainable heroes of the city of Tienen are being honored in the city center.

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VOLUME 2





Sint-Niklaas hands out SDG-flyers (on growing paper) during the Week of the Sustainable Municipality.

Introduction

On 25 September 2015, Belgium was one of the 193 UN Member States to adopt the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs). The SDGs unite a number of international agreements (poverty reduction, climate change, urbanisation, etc.) and call for an integrated approach. By 2030, the 17 goals should contribute to a form of sustainable social development which is universal, inclusive, and changing. Universal: the 2030 Agenda commits Flanders and Belgium as well as the countries of the global South. Inclusive: sustainable policy which includes everyone – the main slogan of the SDGs is “Leave no-one behind”. And changing: the SDGs serve as a visionary lodestone, inviting us to approach global challenges differently. The SDGs are nicely summarised by the circular 5 Ps model, with People, Planet, Prosperity (important note, this P is not about Profit), Peace, and Partnership inextricably linked.



The universality of the 2030 Agenda means that the SDGs also appeal to Flemish local authorities. As the first line of government, local authorities have a decisive role to play. They are essential in setting in motion local and bottom-up processes to promote the transition towards a sustainable world. The SDGs must be implemented on a local (municipal) level to have a chance of success. On the other hand, this sustainability agenda has a lot to offer to cities and municipalities. The SDGs provide a great framework for local objectives and actions and encourage cross-policy collaboration. They also provide a common language for involving citizens and stakeholders in local policy and increasing their engagement. In short, the SDGs are a great opportunity for all municipalities, large or small, to work together with civil society, the population, businesses and organisations, the administration and politicians, towards a sustainable world, with more justice and equality.

In order to truly work on the SDGs, it is vital that employees, partners, and citizens are aware of these goals and understand how they can contribute to achieving them. This helps generate support for the policy measures that are needed to achieve the SDGs.

Around the world, Flemish local authorities are seen as pioneers when it comes to the localization of the 2030 Agenda. In fact, 180 municipalities have already included the sustainable development goals in their 2020-2025 policy and management cycle. Nonetheless, 'The sustainable what?' is still the first reaction of many town councils and citizens when the SDGs are mentioned. We therefore need to continue raising awareness of these SDGs.

VVSG provides support to cities and municipalities for the local embedding of the 2030 Agenda in terms of policy planning and awareness-raising. In this publication, we have assembled 50 practical national and international examples concerning the introduction of the SDGs to a wider audience both within the municipal organisation, in external communication, and at events. From SDG street art to SDG radio programmes and collaboration with local sustainable heroes: this portfolio of activities to raise awareness about the SDGs features a great range of campaigns, activities, and materials. We also suggest a number of examples to increase awareness about the

SDGs through policy planning and monitoring. Two birds, one stone! Examples include SDG ambassadors, SDGs in council proposals, and the link between these global objectives and citizen participation processes. Let yourself be inspired and get started on making the SDGs known in your municipality!

Want more inspiring examples? Take a look at 'The SDGs in your municipality: 50 practical awareness-raising examples - Volume 1'. This publication from 2018 features 50 other examples for increasing awareness about the SDGs.

This publication is only part of VVSG's comprehensive SDG materials. We have developed tools and publications to increase support for the SDGs and incorporate them in local policy. Our materials include:

- custom presentations and workshops
- [SDG-Academy](#), a training programme that explains the 2030 Agenda and the way to transpose it to the local level. We use specific practical examples and methods to discuss the various aspects of sustainability (social, economic, ecological) and direct you to information and tools to raise awareness about the SDGs and to incorporate these goals in your own organisation and policy.
- [SDG declaration of commitment](#), to be signed by the municipal council

- brochure '[Local support for global challenges](#)' with proposals for local policy actions for each SDG
- [SDG inspiration for various policy themes](#) such as housing, mobility, leisure, and local-global policy
- [SDG gameboard](#) as a tool to link your policy to and make it more sustainable based on the SDGs
- Inspiration guide '[Integrating the SDGs into your multi-annual policy plan](#)'
- [SDG monitoring and reporting](#), including a local SDG indicator set

You can find all the information at www.vvsg.be/sdgs. The main materials have also been [translated](#) into English, French and/or Spanish.

Ready to get started? Or would you like more practical information? Feel free to contact us. Are there already some SDG initiatives in the pipeline for your city or municipality? If so, please make sure to tell us.

We wish you lots of sustainable inspiration!

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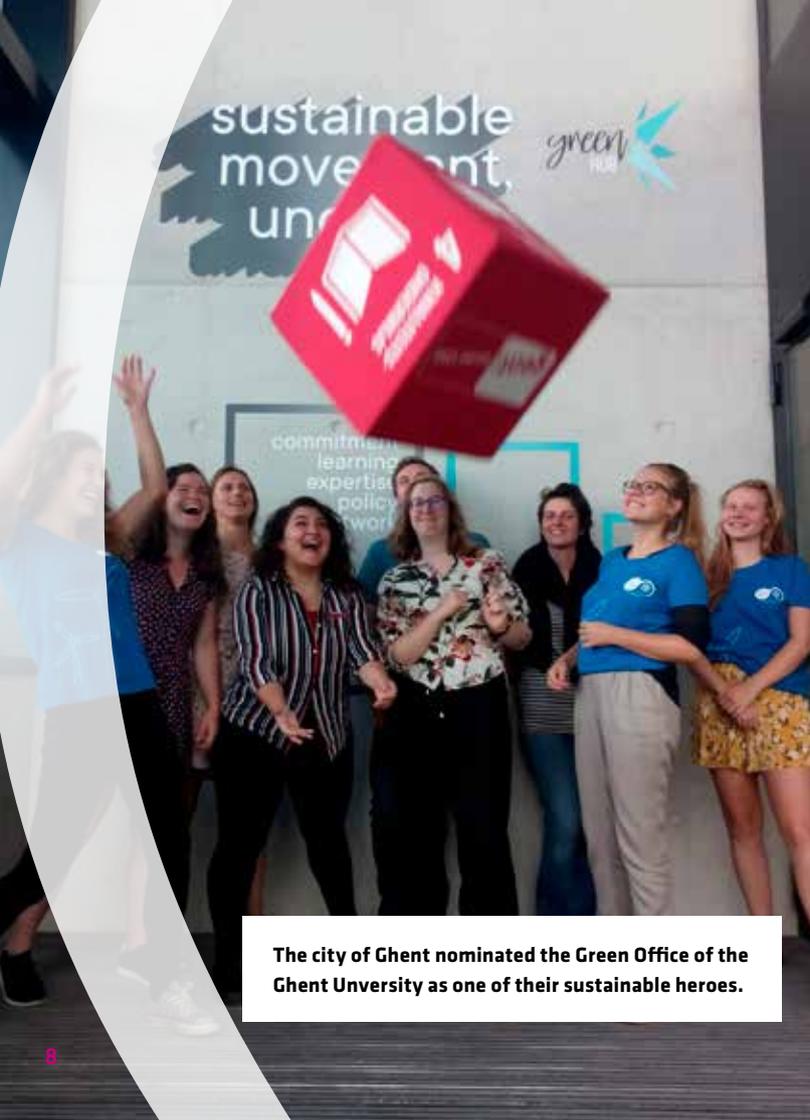
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Access the digital version of the publication at
<https://www.vvsg.be/sdgs> > SDG documents in
foreign languages > awareness raising





The city of Ghent nominated the Green Office of the Ghent University as one of their sustainable heroes.

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The city of Mechelen designated internal SDG ambassadors such as these staff members of the environment-education team (on a visit to the Tivolipark in Mechelen).

THE SDGS IN YOUR INTERNAL ORGANISATION AND HR POLICY



1. SDG Eurovision poll

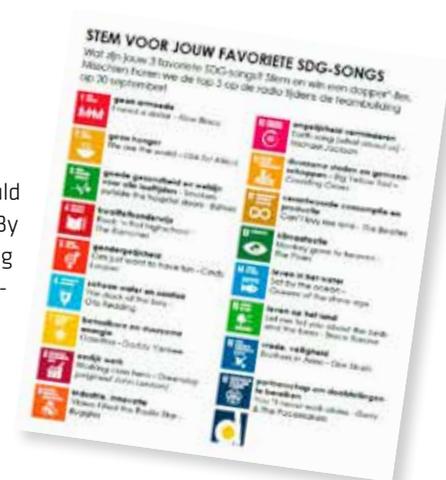
How can you increase knowledge of and awareness about the SDGs? They also went with music in Ghent, choosing a popular theme for leverage: Eurovision. Eurovision classics were linked to an SDG. City employees and the public could vote for their favourite Eurovision song and SDG. If you clicked through, you could also see how Ghent actually contributes to achieving this SDG. The initiative also used hashtags to teach Eurovision fans one or two things about the 2030 Agenda.

More information: City of Ghent, elisa.decaluwe@stad.gent

2. SDG music list

The City of Diksmuide used music to familiarise its employees with the SDGs. Each employee could vote for his or her favourite SDG song. Employees received the voting flyer with their payslip. By voting, employees could win a water bottle with the SDG logo. The top 5 songs were played during the teambuilding day, including classics such as 'I need a dollar' and 'You'll never walk alone'. Diksmuide's initiative was even covered on national radio!

More information: City of Diksmuide, duurzaamheid@diksmuide.be



3. Sustainability challenges among colleagues

In Sint-Truiden, city employees challenged each other to work without paper for one month, to drink tap water, to commute to work by bike... Other departments and employees were involved by asking them to carefully monitor the participants' perseverance.

More information: City of Sint-Truiden, info.mondiaal@sint-truiden.be



HARELBEKE

4. SDG kick-off

Use the kick-off of new projects to inform people about the SDGs and to establish links with sustainability across departments. In 2018, the kick-off of the drafting of an environmental analysis in Harelbeke provided leverage for highlighting the SDGs. The SDGs were presented to all of the city's employees, the public social welfare centre (OCMW), the healthcare authorities, and the police zone. During brainstorming sessions about the various sustainable development clusters (people, planet, prosperity, peace and partnership), groups of employees visited locations in the town which could be linked to such a cluster.

More information: City of Harelbeke, bren.derycke@welzijnharelbeke.be

5. Internal SDG ambassadors

The 2030 Agenda is one and indivisible. To achieve all the SDGs, all the municipal services must focus on sustainability. Internal SDG ambassadors can play a useful role in this process: they can inform their colleagues, share good practices, score new projects or decisions based on the SDGs, ... In Zemst and Mechelen, key staff members were appointed as SDG ambassadors, and in Herne every municipal councillor has accepted to become a 'godfather or -mother' of one SDG. The councillors deploy projects together with the population and organisations of Herne to put their SDG into practice.

More information:

City of Mechelen, mondiaal.beleid@mechelen.be

Municipality of Zemst, ontwikkelingssamenwerking@zemst.be

Municipality of Herne, Frank.Nevens@UGent.be





CEMENTE ZOERSEL

6. SDG working group

Municipal support for the SDGs is largely reliant on a group of enthusiastic and convinced project leaders. Ideally, the internal SDG working group should consist of a group of

policy employees and thematic experts, supplemented by people from various departments, services, and policy areas. Make sure that this group of people is familiar with and

understands the SDGs to disseminate this information at all levels and to all services of your organisation.

SDG-BINGO

In 2015 lanceerden de Verenigde Naties 17 duurzame ontwikkelingsdoelstellingen (SDG's). Deze moeten van onze wereld een meer duurzame plek maken tegen 2030, met respect voor mens en milieu. Iedereen kan zijn steentje bijdragen: jouw lokaal bestuur, school, bedrijf... maar ook jij als burger! Welke van de acties in het rooster hieraan doe jij al? Waar kan je een tandje bijsteken? Slaag je erin een rijtje te doorstrepen en dus BINGO te halen?

Jouw gemeentebestuur zet zich in voor de SDG's en doet mee aan de Week van de Duurzame Gemeente. Ze zet duurzame helden in de kijker en hijst de SDG-vlag. Wil je deze helden leren kennen? Surf naar www.duurzamegemeente.be en laat je inspireren!



3 Neem de trap in plaats van de lift of roltrap.	12 Vermijd voedingswasting. Wies in en vraag je restjes mee op restaurant.	15 Leg een duurzame (schoold) tuin aan.	4 Vervul het wereldbeeld van je (klein)kind en laat je kennismaken met verschillende culturen.	9 Is jouw organisatie aan verduurzaming toe? Kies voor duurzame materialen en meer groen.
11 Kies voor de fiets of het openbaar vervoer.	1 Spaar je school of die van je (klein)kinderen aan om 1-euro-maaktijden aan te bieden.	8 Koop lokaal, seizoensgebonden en fairtrade.	6 Wees zuinig met water bij het tandenpoetsen, baden en schoonsmaken.	16 Doe mee aan lokale burgerparticipatiemomenten.
10 Word vriendschappelijk met een nieuw inwoner in je gemeente.	17 Vertel anderen over de Duurzame Ontwikkelingsdoelstellingen.		2 Doneer voeding die je niet meer gebruikt.	13 Eet meer groenten en verminder je vleesgebruik.
6 Drink kraantjeswater.	15 Gooi geen afval (plastic, sigarettenopruiken...) in de natuur.	5 Kies voor meer vrouwen in de politiek en in leidinggevende functies.	17 Steun goede doelen wereldwijd.	7 Gebruik hernieuwbare energie voor verwarming, licht en stroom.
16 Beleg je geld in duurzame en ethische spaar- en beleggingsfondsen.	13 Compenseer de CO ₂ -uitstoot van je wagen- of vliegtuig.	12 Geef gebruikte spullen een tweede leven. Verkoop herbruikbaar of maak er iets nieuws van.	3 Gebruik je veilig op de baan.	14 Gebruik ecologisch afwasmiddel en schoonmaakproducten.

7. SDG bingo

Anyone can contribute towards achieving the SDGs: any association, school, and company, as well as any employee of your administration and all citizens. VVSG has developed an SDG bingo card (based on an idea of the municipality of Genk), that includes 24 tips for actually doing so. Distribute the bingo card within your organisation and among your citizens. Challenge your colleagues to cross off a line as soon as possible to win (BINGO!) or have classes, associations, and neighbourhoods compete against one another. Ask them to submit fun photos or videos of their actions.

More information:

Download the SDG bingo card for municipal employees and the SDG bingo card for citizens at www.vvsg.be/sdgs (SDG material).



8. SDG name badges

In the town of Balen, all the employees of the De Kruierie leisure centre have been sporting Balen's SDG logo 'Balen duursamer' (Balen more sustainable together) on their name badges. This initiative has now been picked up by the employees of the town hall and the sports hall! Like the SDG pin, this eye-catcher can prompt a brief discussion about the SDGs.

More information:

Municipality of Balen, duursamer@balen.be

9. SDG quiz

Listing all 17 SDGs can be overkill. In Herent and Beersel they, therefore, organised an SDG quiz for the municipal employees in which all the SDGs were covered based on a(n) – often surprising – fact. In Beersel, they raffled a sustainable prize among the participants with the most right answers.

More information:

Municipality of Beersel, louise.renier@beersel.be

Municipality of Herent, oordzuiddienst@herent.be



10. SDG ballot papers

In the run-up to the 2018 local elections, Turnhout's Global Council sent a memorandum to the local policy parties which focused on the SDGs. The presentation of this memorandum was combined with a political debate. All of Turnhout's political parties were asked to fill out an SDG ballot paper and deposit it in a ballot box on the night of the debate. Four sustainable initiatives were listed for each SDG on the ballot paper, giving politicians the opportunity to vote for an initiative. The results of the top candidates were then combined to gain better insight into their priorities for the upcoming coalition period.

More information:

City of Turnhout, [noordzuid@turnhout.be](mailto:oordzuid@turnhout.be)

11. SDG gifts

Many municipalities offer their citizens a gift on the occasion of a wedding, when they obtain their driving licence, at events to welcome new inhabitants, etc. Why not introduce them to the SDGs at the same time?



In Sint-Truiden, users of the UIT pass (discount on social and cultural activities) can save up for a water bottle with the SDG logos. It is also a great way of raising awareness within your organisation. VVSG gifted all its employees an SDG bottle opener for Christmas.

More information:

City of Sint-Truiden, info.mondiaal@sint-truiden.be
VVSG International, internationaal@vmsg.be



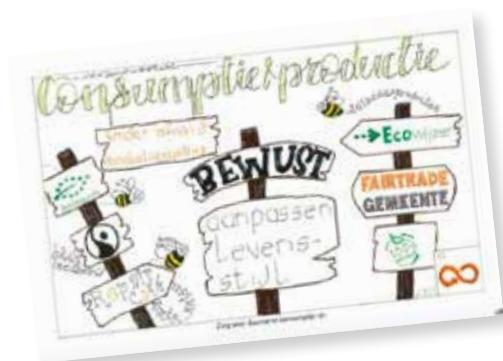


The city council of Tiel and its sustainable heroes gather during the Week of the Sustainable Municipality.

THE SDGS IN YOUR COMMUNICATION

12. SDG videos

Share informative videos to raise awareness about the SDGs in your municipality. Play them in a loop on the screens in the town hall or share them on social media. There are plenty of videos available on YouTube suitable for public distribution, such as [‘We the people for the global goals.’](#) by the United Nations or VVSG’s [‘Mayors for the SDGs.’](#) There is also plenty of good material available for children and teens, such as ‘The World’s Largest Lesson’ by the United Nations and the videos at www.17doelendiejedeelt.nl or www.myequator.net.



13. SDG waste calendar

In Essen, they came up with a fun idea. In addition to the usual practical matters, they also featured the SDGs in their annual waste collection calendar. Every month is visually enhanced by an SDG illustration and an interesting fact. It’s a great way of introducing all of the municipality’s inhabitants to the SDGs and ensuring that they remain visible throughout the year.

More information:

Municipality of Essen, duurzaam@essen.be or internationaal@essen.be



HAACHT

14. SDG info evening

With an info evening for the wider public, you can reach a large number of inhabitants simultaneously, introducing them to the SDGs. Explain what the 2030 Agenda entails and how the municipality can contribute to it. Take advantage of the occasion to present local sustainable policy actions, explain opportunities for loaning materials to raise awareness about the SDGs, or launch a call to establish a local sustainability working group. Inspiring speakers (from various areas of expertise) or a high-profile film or documentary can help raise enthusiasm for this kind of information evening.

More information: You can invite a VVSG International employee to give a talk.

15. Policy communication and the SDGs

In Merelbeke, they decided to present the multi-annual plan for 2020-2025 to the population based on the SDGs. The planned actions and budgets, linked to the relevant SDGs, were featured in the municipal magazine and on large banners in the town hall. In Hoogstraten, they established a similar link between the policy plans and the SDGs on the public website www.denkmee-hoogstraten.be.

More information:

Municipality of Merelbeke, michi.ouvry@merelbeke.be

City of Hoogstraten, judith.schrijvers@hoogstraten.be



MERELBEKE



DEINZE

16. SDG radio programme

In the context of the 'Week of the Sustainable Municipality' the local radio station in Deinze focused on SDGs in its broadcasts throughout the campaign week. Local sustainable actors were interviewed live on air and the city poet came to the studio to recite an SDG poem. Across the language border, in the Walloon city of Moeskroen, the local radio station launched a similar initiative in 2017, at the request of the municipal environmental department. Every year, they dedicate several broadcasts to the SDGs. They have already discussed various sustainable development principles, but have also focused on specific SDGs or specific themes such as zero waste and biodiversity.

More information:

City of Deinze, participatie@deinze.be

City of Moeskroen, david.leroy@moucron.be



17. SDGs in figures

You can make the challenges of the 2030 Agenda more tangible by using interesting figures and charts in your communication. How does our country score on environmental SDGs? What's my town's score on themes such as poverty and equal opportunities? Which progress has been made in terms of gender equality around the world? There is plenty of custom information available in the UN's Sustainable Development Goals report (data for each SDG around the world), the SDSN's Sustainable Development Report (data for each SDG per country), and through Idea Consult's SDG monitor (data for each SDG per Flemish municipality).

More information: <https://unstats.un.org/sdgs/report/2020/>
<https://www.sdgindex.org/>; <https://www.sdgmonitor.be/>

18. Original SDG logos

In addition to the 17 standard SDG logos, creative alternatives have been developed in recent years, which you can use in your communication aimed at specific target groups. The UN has developed logos for each of the 169 SDG sub-goals, and you can even find animated SDG emojis (the 'Good Life Goals') or SDG Smurf logos.

More information:

Logos sub-goals: www.globalgoals.org/resources

Good Life Goals: sdghub.com/goodlifegoals/

Smurf logo's: www.speakactchange.org/2018/11/14/sdgs-small-smurfs-big-goals/





ROESELARE



ROESELARE

19. SDG spokespeople

During the car-free Sunday in 2019, the city of Roeselare dispatched a couple of actors, dressed up as Sustainable Superheroes, into the city to engage with locals on the subject of the SDGs. Using the slogan 'Everyone can be a sustainable hero #VANRSL', the superheroes challenged passers-by to answer a quiz question about one SDG. Those who gave the correct answer received a tattoo of their favourite SDG. Everyone also got a list of tips on how to get started with the SDGs at home, in addition to specific tips for children.

13. **Onderneem actie voor het klimaat**

- Kies voor de fiets en het openbaar vervoer inplaats van de auto;
- Compenseer je vliegreis via www.treelogical.be;
- Eet meer groenten en fruit en verminder je vleesverbruik;
- Voor de kleinsten:
Vraag op school om mee te doe aan de boomplantactie



More information:

City of Roeselare,
delphine.lerouge@roeselare.be



20. Facebook frame

During the 2020 Week of the Sustainable Municipality, VVSG created a Facebook frame, which the participating municipalities could use for their profile picture on Facebook. After the campaign week, the frame is still available in the list of Facebook frames under the title 'lokale helden voor globale doelen' (local heroes for global goals). Municipalities can also design their own SDG frame and upload it to Facebook's Frame Studio, for example, on the occasion of a sustainable event in the municipality.

More information: www.facebook.com/frames

21. SDG dream card

Many citizens in your municipality have creative ideas for a sustainable local policy. Use 'dream cards' to collect these ideas, on which citizens can write down their wishes for a sustainable municipality by 2030. Distribute these dream cards in the town hall, at events, in schools, through associations, during participatory events... and clearly indicate how the filled out cards can be sent back to the local authorities.

More information:

You can download the dream card at www.vvsg.be/sdgs (SDG material).





Primary school children of De Pinte hand over their dream cards to the mayor during the Week of the Sustainable Municipality 2019.



During the 'Ronde van Harelbeke' citizens give input for the municipal strategic plan and are asked which SDGs they prioritise for their city.

THE SDGS IN YOUR ACTIONS

22. The SDGs as a framework for participation initiatives

Tackle challenges for a sustainable future together with your population and use your citizen participation processes to increase awareness about the SDGs. In addition to interesting exchanges, inclusive citizen participation also expresses a core value of the 2030 Agenda: 'Leave no one behind'. In 2019, Edegem organised inspiration labs, where citizens devised new ideas based on statements in the policy plan. Edegem's sustainable heroes (see below) were also invited and the location was decorated with SDG visuals. The City of Harelbeke took advantage of the 'Ronde van Harelbeke' to collect input for its multi-annual strategic plan. Each of the six participatory evenings started with a short introduction of the SDGs. All the participants were asked which SDGs they thought were most relevant to the city.

More information:

Municipality of Edegem, wim.de.geest@edegem.be

City of Harelbeke, bren.derycke@welzijnharelbeke.be

Check VVSG's paper 'De duurzame ontwikkelingsdoelstellingen als kader voor burgerparticipatie' (The SDGs as a framework for participation), available online at www.vvsg.be/sdgs (SDGs and policy).



Edegem enters into discussion with its citizens and sustainable heroes during the 'Ellabs'.



23. The SDGs in council and board proposals

To implement the SDGs, they need to be incorporated into municipal policy. Have you considered linking council and board proposals to the SDGs? The Dutch municipality of Rheden adds the matching SDG icons to each proposal – the guideline is three SDGs – and adds a short explanatory statement about what it wishes to achieve in terms of these SDGs. In Belgium Edegem and Oostkamp have experimented with similar formats. It is a great way of keeping the sustainable development goals on the political agenda and motivating all municipal services to continually establish the link between their projects and the SDGs.

More information:

Municipality of Rheden, <https://rheden4globalgoals.nl/bw-en-raadvoorstel-aangepast-met-global-goals/>
Municipality of Edegem, wim.de.geest@edegem.be
Municipality of Oostkamp, katrijn.holvoet@oostkamp.be

EDEGEM

24. SDG project sheet

Use project sheets to familiarise your colleagues with the sustainable development goals. In Evergem, Ghent, and Sint-Truiden – among others - all the municipal employees were asked to fill out sheets for their actions and projects, which were included in the 2020-2025 multi-annual strategic plan. In addition to making the link with the municipality's strategic plan and potential stakeholders, employees were also required to indicate to which SDG their project contributed.

More information:

Municipality of Evergem, beleidsondersteuning@evergem.be
City of Sint-Truiden, evert.bessemans@sint-truiden.be
City of Genk, lieve.wouters@genk.be

Aan welke SDG's komt de actie tegemoet? Beperk je tot maximaal 3.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	

How wordt er rekening gehouden met Genkensen in armoede?

Welke stakeholders moeten we betrekken met deze actie?

GENK

SINT-NIKLAAS



25. Sustainable action challenges

Encourage your employees and citizens to take sustainable action. Challenge them with easy, accessible, and fun actions. The Municipality of Edegem rewards citizens with a sustainable gift when they submit a photo of their sustainable action to the local authorities. The City of Sint-Niklaas developed 'global goals' gamecards for schools, associations, and citizens. They provide information about each SDG, in combination with a fun challenge, in a set of 17 beautifully-designed playing cards.

More information:

Municipality of Edegem, wim.de.geest@edegem.be
City of Sint-Niklaas, internationalesamenwerking@sint-niklaas.be



HARELBEKE

Teachers of Harelbeke being immersed in the SDGs and getting prepped to realize the 'Rainbow Warrior Covenant' with their pupils.

26. SDG support for schools

Offer schools grants to focus on the SDGs and provide free materials to schools to raise awareness about the SDGs. Or develop a trajectory yourself, as a local authority, starting for example from UNICEF's SDG course materials, Djapo's SDG workshops, the 'Teach for SDGs' brochure of 11.11.11, and so on. Draw on the efforts of other municipalities that have already launched SDG projects for schools for inspiration. With its 'Rainbow Warrior Covenant', the City of Harelbeke offers schools in its territory a grant for school projects that contribute to the SDGs. It also provides training about the SDGs to teachers. The City of Geel also encourages schools to focus on the SDGs, with five 'Zuidergekke uitdagingen' (crazy southern challenges), that are linked to the five pillars of sustainable development. Classes in Geel that rose to the challenge were given the funds to host a global themed party at the end of the school year.

More information:

City of Harelbeke, bren.derycke@welzijnharelbeke.be

City of Geel, gelijke.kansen@geel.be



27. The SDGs in your (international) partnerships

By establishing a link between the SDGs and your partnership with a knowledge institution, a civil society organisation or a twinned municipality, you can create new opportunities for communicating about your partnership – and you will automatically take a more sustainable approach to the implementation of this partnership. Show to which SDGs you contribute, evaluate each other’s activities from a critical SDG perspective, place an SDG in the spotlight every year... There are plenty of ways to integrate the 2030 Agenda in your partnership. The municipality of Bierbeek, for example, developed a video together with its twin municipality San Felipe de Oña in Ecuador, in which they show how their twinning contributes to the SDGs.

More information:

Check VVSG’s publication ‘The SDGs in municipal international cooperation’, available at www.vvsg.be/sdgs (SDG documents in foreign languages). Municipality of Bierbeek, ingeborg.hatse@bierbeek.be

28. The SDGs in your network

To scale up the impact of your sustainable actions, you may consider joining forces with neighbouring or other municipalities for some challenges. Place the SDGs on the agenda of intermunicipal consultation bodies such as the circle of mayors or existing thematic working groups. During the 2020-2025 coalition period, the municipalities of the Intermunicipal development company for the Kempen region (IOK) frequently exchanged ideas on how to use the SDGs as leverage to embed sustainable development in the multi-annual strategic planning. Various fire department zones have also invited VVSG to give an SDG talk to a group of zone commanders or zone secretaries.

More information:

IOK planning and environment department, stijn.sneyers@iok.be





Local Support for Global Challenges

A local translation of the Sustainable Development Goals



29. Linking policy areas to the SDGs

Fuel the SDG fire in colleagues who work in various policy areas by showing how they can contribute to the 2030 Agenda based on their own area of expertise and work. There is plenty of ready-made inspiration available, including examples of possible policy actions for each SDG and each policy area:

In VVSG's publication '[Local support for global challenges](#)' you can find a list of both easily accessible and more comprehensive policy actions.

At www.vvsg.be/sdgs under the item 'SDG's en beleid' (SDGs and policy), you can find various tools to test how SDG-proof different policy areas can be. This includes articles with current municipal practical examples per SDG and info sheets in which specific policy themes, such as leisure, child-care, housing, waste management, are linked to the SDGs.

More information:

Check the 'interessante bronnen' (interesting sources) page at www.vvsg.be/sdgs for (international) SDG publications on specific policy themes such as senior care and food waste.



GENT

30. SDG index

The City of Ghent added an SDG index to its 2018 environmental analysis, in which readers could see at a glance in which chapters and on which pages specific SDG keywords were mentioned. Such an SDG index can also be a valuable addition to internal project files, reports, policy proposals, ... It gives a better idea of which SDGs are predominantly featured in municipal documents and communication (and which ones are not). As such, it can also lead to new insights and new forms of collaboration between departments in the long term.

More information:

City of Ghent, elisa.decaluwe@stad.gent

gent: environment

Omgevings- analyse



<p>5 GENDER- BELLIJKHEID</p>	<p>5 Gendergelijkheid Bijkomende leerkrachten ⁵⁹ Diploma hoger onderwijs ^{63,73} Discriminatie ^{29,102} Solidaire stad ⁸³ Vroegtijdige schoolverlaters ⁶⁵ Werkzaamheidsgraad ⁴⁶</p>
<p>6 SCHOON WATER EN SANITAIR</p>	<p>6 Schoon water en sanitair Energiearmoede ^{28,100-101} Verhardingsgraad ^{109-110,118}</p>
<p>7 BETAALBARE EN DUURZAME ENERGIE</p>	<p>7 Betaalbare en duurzame energie CO₂-uitstoot ^{15,105-107} Elektrische vervoermiddelen ^{51,118} Energetische staat ^{28,107} Energie-efficiëntie ^{15,101,105,107} Energiearmoede ^{28,100-101} Hernieuwbare energie ^{15,108,118} Luchtqualiteit ^{105,110,118}</p>



31. SDG in the spotlight

17 SDGs... That's quite a lot to take in. To make the SDG message easier to digest for your employees and population, you can choose to place one or several SDG(s) in the spotlight every year. Communicate about projects in the context of this SDG through the municipal information channels, share facts and inspiring actions about this SDG with employees, or have each department explain how they contribute to this SDG in your internal newsletter. As of 2020, the municipality of Evergem has started to place an SDG and a specific theme in the spotlight every year, starting with SDG 6 and water.

More information:

Municipality of Evergem, beleidsondersteuning@evergem.be





The city of Sint-Truiden introduces its sustainable heroes during a press conference about sustainable lighting in the municipal buildings.

THE SDGS VISUALIZED IN YOUR MUNICIPALITY

32. SDG banners & flags

Banners and flags are convenient and large materials on which you can feature the SDG logos besides the logo of your municipality or concise information about the sustainable development goals. The Federation of Dutch Municipalities (VNG) has developed great-looking banners for each SDG, featuring a photo and a quote from a Dutch or international mayor. VVSG also offers customisable digital formats for pole and beach flags. The City of Lommel designed its own colourful SDG banner, which it gifted to all the primary schools in the municipality.

More information:

City of Lommel, toon.jansen@lommel.be
You can download the VVSG flags at www.vvsg.be/sdgs (SDG material).



LOMMEL



BRUGGE

33. Sustainable heroes in the spotlight

Every municipality has plenty of inhabitants and associations that work on turning the municipality into a more sustainable place to live and work. Sustainable farmers, organisers of sharing initiatives, families with a small carbon footprint, local businesses that support development initiatives in the South, ... By placing these 'sustainable heroes' in the spotlight, you give the SDGs a local face, making the global challenges more tangible for your population. The heroes can inspire other inhabitants to take action, while also informing their own network about the 2030 Agenda. Place your heroes in the spotlight in your municipal magazine, on social media, or on the streets of your city or town with a poster, a video, or an interview. Draw on the campaign 'Week of the Sustainable Municipality' for inspiration.

More information:

www.duurzamegemeente.be
internationaal@vvsb.be



DENDERLEEUV



HALLE



MALDEGEM



HERENTALS



BIERBEEK



DIKSMUIDE

34. SDG exhibition

You can create a travelling (photo) exhibition, which can be hosted in all the municipality's public buildings and at local events. It is an easily accessible way to reach a large share of your population. The exhibition can consist of portraits of local sustainable heroes, like they did in Herentals and Diksmuide, but also of thematic photos for each of the SDGs. The municipality of Bierbeek, for example, developed an exhibition of 17 panels, which focuses on the municipality's efforts on each SDG, how Bierbeek's twin municipality in Ecuador does this, and how their twinning contributes to this.

Meer info:

City of Herentals, w@ereld@herentals.be

City of Diksmuide, duurzaamheid@diksmuide.be

Municipality of Bierbeek, ingeborg.hatse@bierbeek.be



LOMMEL



HARELBEKE



TIENEN

35. SDG street art

Make the SDGs stand out in a colourful mural in your municipality. Generate attention and inspire your citizens to take sustainable action. The municipalities of Edegem, Lommel, and Harelbeke collaborated with artists and schools to create SDG street art in popular places. In Harelbeke, they went one step further: the municipality's electrical cabinets were also painted with SDG art. The City of Tienen also opted for a more creative approach to the city's streets, applying the SDG logos in spray chalk on the cobbles of the city's main market square.

More information:

City of Lommel, Toon.Jansen@lommel.be

Municipality of Edegem, wim.de.geest@edegem.be

City of Tienen, benita.vanhurck@tienen.be

City of Harelbeke, wouter.linseele@harelbeke.be and

[link to the information and the photos](#)

36. SDG flash mob

Use the surprise factor of a flash mob to raise people's curiosity. During the 2018 Week of the Sustainable Municipality, a group of Tienen's municipal employees unexpectedly launched into a dance in the market square while holding up the SDG logos. Before passers-by had the time to register what was going on, they had all disappeared, but the SDG logos definitely made an impression.

More information:

City of Tienen, benita.vanhurck@tienen.be



TIENEN

37. Mayor's video

If the mayor makes a clear SDG commitment, this creates additional support among municipal employees and the population. The municipality of Edegem distributed a video in which the mayor showed in a few scenes what Edegem does in terms of contributing to the SDGs. Such a video, with a local angle, is a nice addition to the many existing videos with general information about the SDGs (see above).

More information:

Municipality of Edegem, wim.de.geest@edegem.be



38. SDG blocks

Team 'Heist in de Wereld' organised a fair trade picnic for the local authorities in Heist-op-den-Berg. They focused on fair trade while taking advantage of the opportunity to introduce the councillors to the SDGs, among others with a set of SDG blocks which they made themselves. These blocks were also presented during a visit from a delegation from Bergrivier, Heist-op-den-Berg's South African twinning partner.

More information:

Municipality of Heist-op-den-Berg, Intje Van Kerkhoven, ivk@heist-op-den-berg.be



GO! Technisch Atheneum Keerbergen

Technisch Atheneum Keerbergen

LE NG -
RE
TIES

ELEK

www.technisch

Students of the Technisch Atheneum in Keerbergen play the board game 'Mission 2030', developed by the province of Flemish Brabant.

THE SDGS AT YOUR EVENTS



39. SDG beer mats

Following up on the 2019 Week of the Sustainable Municipality, VVSG designed beer mats with three specific tips for actions you can take yourself to contribute to each SDG. Do you want to inspire your citizens or employees to contribute to the 2030 Agenda? Distribute these beer mats at events, during meetings, through local pubs and restaurants, and so on.

More information:

You can download the beer mats at www.vvsg.be/sdgs in the SDG materials section. Hint: Have the beer mats printed on recycled cardboard.



40. SDG board games

The United Nations developed a board game for children aged 7+, called 'Go Goals', which you can download and print for free at <https://go-goals.org/nl/>. The players learn more about the SDGs and find out how they can contribute to them. Closer to home, the Province of Flemish Brabant launched its 'Mission 2030' game, where the players must manage various world regions and work together to achieve their goals. The game was developed for youth clubs and schools but young entrepreneurs can also have fun with it. The ngo Broederlijk Delen also developed an SDG game for young adults. In 'Wat je toekomst(s)!', the play field is transformed into a life-sized board game, in which the participants strive to collect the most SDGs and learn more about them.

More information:

Province of Flemish Brabant, North-South Service, noord-zuid@vlaamsbrabant.be Broederlijk Delen materials can be ordered at <https://www.broederlijkdelen.be/nl/bestellen>



41. SDG treasure hunt

Make the SDGs more tangible with an SDG treasure hunt or a walk past several local initiatives. It is a fun and active way to introduce your citizens and tourists to sustainable practices, while raising awareness about the SDGs. The municipality of Berlaar developed a treasure hunt for children, for example. Look for the SDG logos at various booths, learn more about the SDGs with interesting facts, and solve riddles. The municipality of Staden mapped out a walk past several local sustainable projects. Along the route, walkers can learn more about the projects by scanning a QR code.

More information:

Municipality of Berlaar, eva.keirsmakers@berlaar.be

Municipality of Staden, dieter.dubocage@staden.be



BERLAAR



STADEN



42. Everyone on the SDG bandwagon!

The Province of East Flanders offers a free SDG cart. This is an extremely accessible way of introducing municipalities, schools, children, and families to the 2030 Agenda. The cart consists of a mini-exhibition with information panels that provide an easy introduction to the SDGs, in addition to a skipping game for children, which teaches them more about the SDGs.



Schools can also request a tailor-made pack for children in years 3 through 6 of primary education.

The province also provides other SDG materials, such as cube seats and SDG tents.

Additional information:

Province of East Flanders:

mondialegemeenten@oost-vlaanderen.be and
[link to the webpage with SDG material](#)

43. SDG shuffleboard

Shuffle yourself to the future! Which goals do you want to work towards? Which SDGs do you want to learn more about? Discover the sustainable development goals in a playful manner with the SDG shuffleboard. Great for local events and funfairs.

More information:

National council for twinning initiatives between the Netherlands and Nicaragua (LBSNN)





44. SDG Jenga

The German organisation 'Engagement Global' travels to all German festivals with its '17 goals' mobile. Passers-by are given information in and around the converted circus car and an explanation of how they can make a contribution. Visitors can write something on the car, can charge their electronics by generating power on a bicycle, and experience life in a refugee camp through VR goggles. The 17 goals mobile also has a life-sized Jenga game on board, which teaches you more about the 17 SDGs and their particularities.

More information:
Engagement Global, info@17ziele.de



SCHILDE



VNG

45. SDG wheel of fortune

Give the SDG wheel a spin and be surprised at what you'll find out. The arrow will point out a goal. Explain to the participants what this SDG relates to, how the municipality contributes to it, and what it plans to do in the future. They have already used a similar format in Schilde and the Netherlands to raise the profile of the SDGs at all kinds of events.

More information:
Municipality of Schilde, Sonja.Corrynen@schilde.be
Federation of Dutch municipalities, globalgoals@vng.nl

46. SDG flag line

Brighten up your events with a colourful SDG flag line. Bring SDG 12 (sustainable consumption and production) into practice when doing this. Just like Lommel and Mol, you can partner with a local company to produce your flag line using waste materials. They partnered with company PimperNieuw which produces flags from the fabrics of the tents that were abandoned at the local Reggae Geel festival.

More information:

City of Lommel, Toon.Jansen@lommel.be

Municipality of Mol, louis.geysmans@gemeentemol.be



PIMPERNIEUW

47. SDG cake

In Lille and Evergem, people with a sweet tooth were easily seduced with a piece of SDG cake while receiving information about the 2030 Agenda. A fantastic idea for a reception, an employee event, a park festival, or an inauguration. And you'll score even better if you use as many local and fair ingredients as possible to bake your cake.



48. SDG puzzle

The municipality of Berlaar had puzzles made of each SDG, using them at an employee event, among others, to raise people's awareness about the 2030 Agenda. Everyone was given a piece of the puzzle which they had to use to find their table for the evening. There was a form on the table which they could use to leave suggestions for how Berlaar as a local authority or the employee as an individual could contribute to the SDG featured on the table's puzzle.

More information

Municipality of Berlaar, eva.keismakers@berlaar.be



HERENT



HERENT



HERENT

49. SDG bean game

As part of a survey about people's priorities and in order to raise awareness about the SDGs at the same time, a stand was set up at the world market in Herent. Each SDG had its own cup. People were given five coffee beans, which they could distribute among the SDGs which they considered most important for their municipality. The count after the event gave a good idea of citizens' priorities.

More information

Municipality of Herent, noordzuiddienst@herent.be



50. SDG parachute flag

A large round flag with a diameter of 12 metres brightened up Mechelen's Grote Markt during the 2020 Week of the Sustainable Municipality. The city wanted to do something eye-catching and COVID-proof to draw people's attention to the SDGs on social media and place its local sustainable heroes in the spotlight. Fully in line with the philosophy behind the SDGs, the flag was not disposed of after the campaign week. Instead, employees of the AMAi social employment initiative will use the fabric to produce carry bags, rain jackets, or pencil cases.

More information

City of Mechelen, mondiaal.beleid@mechelen.be





TIENEN

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