

2026 – THE YEAR OF VOLUNTEERS FOR THE SDGs

How to talk about the SDGs so people

want to listen and act



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THE MOST COMMON CHALLENGES IN COMMUNICATION AND RELATIONSHIP-BUILDING:

- lack a cohesive image
- we don't address the real needs of our audiences
- our credibility index is low
- no clear marketing communication concept (VALUES!)
- our language is not tailored to different stakeholder groups
- our channels are chaotic and inconsistent (no integrated online/offline strategy)
- we focus on ourselves instead of telling the stories and emotions of our target group
- we act only when something happens
- we don't measure results – there are no KPIs or monitoring of effectiveness
- communication is not embedded in the culture
- we struggle with low visibility in the information overload



PURPOSE OF OUR JOURNEY:

- to build awareness of the SDGs
- to equip with practical tools useful in participation, communication and cooperation with the environment
- to show good practices that can be replicated in your region
- to inspire action



2026 – THE YEAR OF VOLUNTEERS FOR THE SDGs

The world doesn't just need good ideas. It needs good stories.





GOALS ARE A SIGNPOST NOT A FINISH LINE

A FEW WORDS OF REMINDER



WHO

In 2015. The UN announced the 2030 AGENDA with 17 SDGs and 169 targets for environmental, social and economic commitments



WHY

Bridge social inequalities, restore environmental balance and ensure prosperity and peace



HOW

A universal document has been created (signed by 191 countries) showing that actions based on the SDGs can be carried out by different organizations in different parts of the world at local, national and global levels.



FOR WHOM

Governments and local governments, NGOs, academia, private sector, citizens

LOCAL DIMENSION

105 TARGETS

According to (OECD), accomplishing at least 105 Agenda 2030 tasks (out of 169) requires action at the regional and local levels.



LOCAL GOVERNMENT

These activities primarily concern the involvement of local governments

**COLLECTIVE
IMPACT**



STRUCTURE - ESG

ENVIRONMENT



SOCIAL



GOVERNANCE



SOCIAL CHALLENGES VS SDGs

- The problems and challenges are different in each country, because we have **different cultural, religious, social practices and geographic location**
- We are all working towards the SDGs, but because of the **social context**, we often don't call them that (there is a low level of knowledge about the SDGs in many countries)
- Translating the **broad context** of the SDGs into the local dimension
- **Global narrative** and media coverage influences our attitudes and indicates what is important and what should be changed (depending on the world situation, some of the goals are more emphasized - war, pandemic, environmental pollution)



ALIGNMENT OF INTERESTS IN DIFFERENT SOCIAL SECTORS

Many SDGs activities require long-term transformation.

Short-term, single-sector approaches generally cannot ensure long-term impact

There are 3 main drivers of international development:

- We all work together for SDGs (collective impact)
- We use financial, technological, natural, human resources wisely. They are limited!
- We have a holistic approach to working for SDGs

What does civil society want to achieve?

What does the company need to operate effectively?

What is the government obligated to deliver?



Peace
Strong economy
Healthy environment
Health
Educated people
Access to water
Energy
Good infrastructure
Political stability
Rule of law

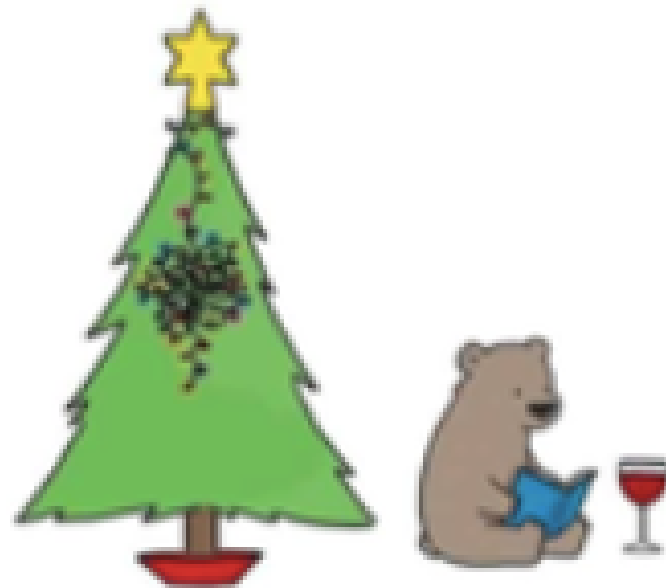
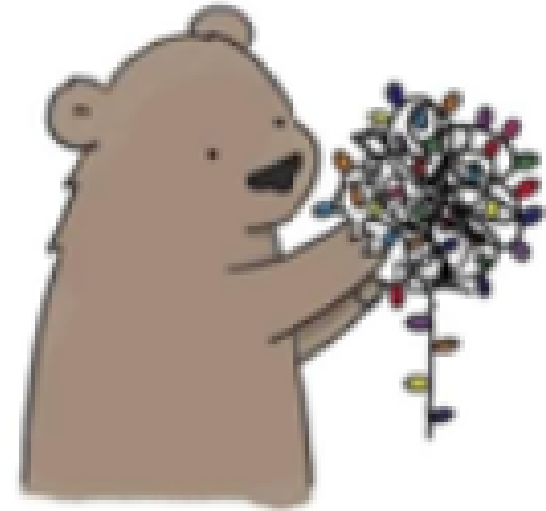
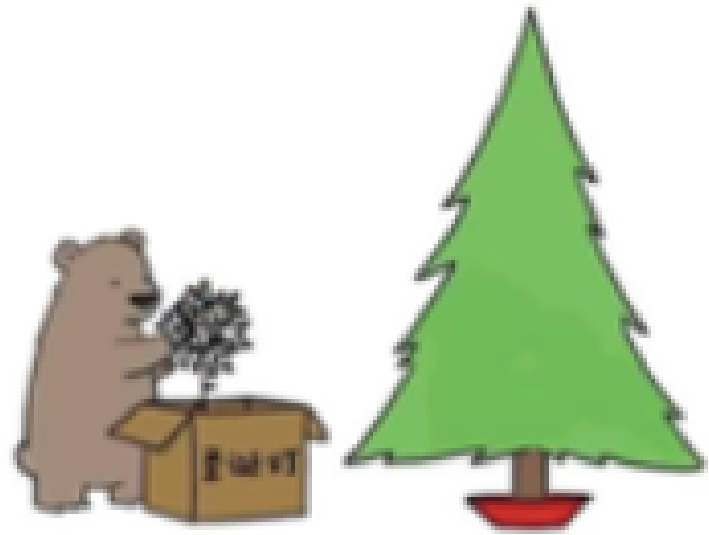


WHY SHOULD WE IMPLEMENT ACTIONS BASED ON THE SDGs?

- Researches show that a better understanding by citizens, of local and national challenges set in a global context **influences greater engagement** with communities and the environment.
- Every organization conducts **communication activities**. It's worth weaving the SDGs into them, as they can provide a framework for the organization's activities and a reference point to make their image credible
- --> NGOs in Poland have a very high potential (56% of Poles trust them*).
- They have a high proficiency in exerting a positive influence on citizens.
- That is why educational activities in the area of SDGs are so important.

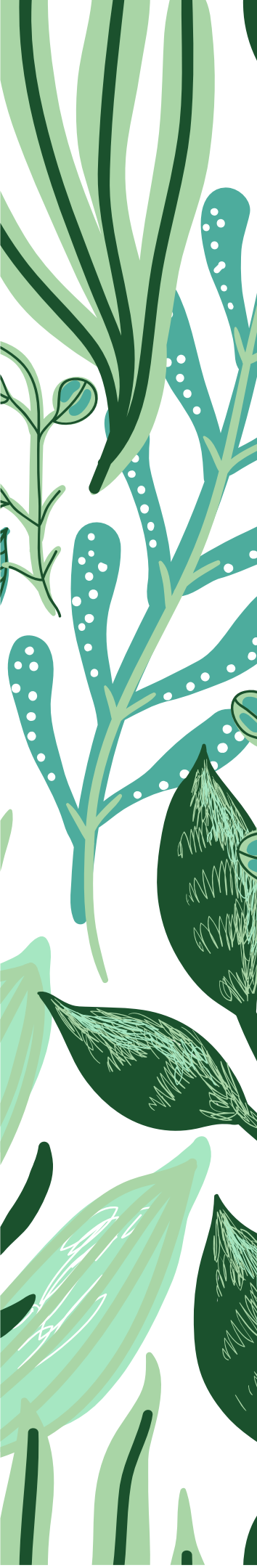


WHAT IS MY ATTITUDE?



3 levels of your engagement

- you as an individual
- your organisation, and how your organisation collaborates
- existing or new partnerships



AWARENESS IS NOT ENOUGH – LESSONS FROM BULGARIA

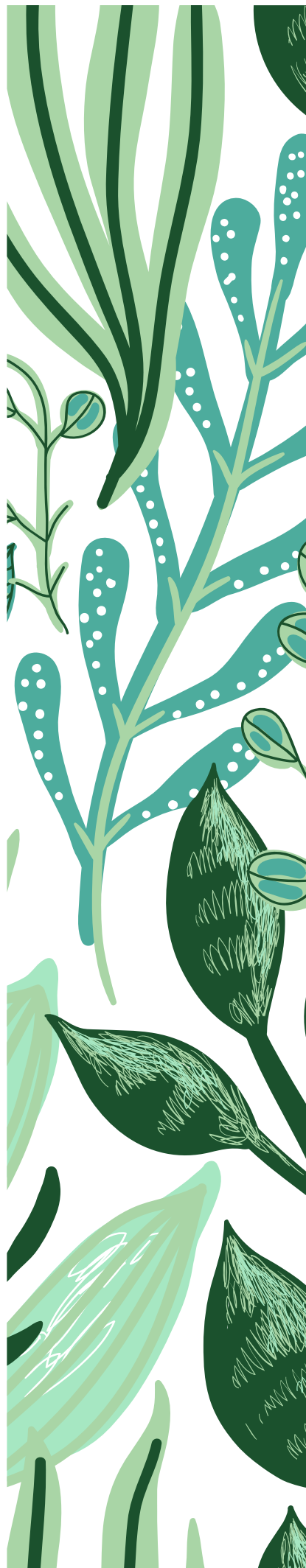


National NGO Survey (Goal 13: Climate Action)

- 80% heard about the SDGs, but only 31% had in-depth understanding
- 12% systematically use SDGs in planning/reporting, 58% occasionally
- Main barriers: lack of resources, limited expertise, low donor interest
- NGOs want to do more on climate (74% declare interest), but only 1/3 see it as central to their mission

Insight: Awareness \neq practice

NGOs need tools, training, and donor incentives to truly integrate SDGs



ON THE TRACK OF A SUSTAINABLE TOMORROW

**Research → meeting → discussion about needs,
→ collecting ideas → preparation of materials**

- Survey of almost 200 students and 45 representatives of teaching staff
- Workshops for students and teaching staff
- Development of educational materials for kids and adults
- Art competition
- Conference



THE MOST INTERESTING FINDINGS OF THE STUDY

52% OF TEACHERS KNOW AND UNDERSTAND THE CONCEPT OF SDGS



Environment and care for the planet

- 67% of teachers think it has a significant impact
- 12% has very little impact
- 11% don't know if it has an impact
-



People's lives and meeting their needs

- 32% has a significant impact
- 32% has very little or no impact
- 36% don't know if it has an impact



Stability and compliance with the law

- 5% has a significant impact
- 44% has very little or no impact
- 41% don't know if it has an impact



75% OF RESPONDENTS WANT TO EXPAND THEIR KNOWLEDGE

The motivators for expanding knowledge are:

- 54% receiving funding for projects, e.g., Act Locally
- 41% availability of initiatives
- 31% information about problems to be solved
- 26% getting paid

How to build awareness about the SDGs

OWN PROJECTS

- Implement initiatives that take the SDGs into account

MISSION AND STRATEGY

- Incorporating the SDGs into its mission and operating strategy

EDUCATIONAL ACTIONS

- Conducting educational activities in the school and the environment

RUNNING AND MONITORING ACTIONS

- Building local cross-sector partnerships based on the SDGs



EDUCATIONAL MATERIALS



CELE ZRÓWNOWAŻONEGO ROZWOJU

CO TO JEST UBÓSTWO?



Cześć! Opowiem Ci dziś o czymś bardzo ważnym, a mianowicie o ubóstwie. Ubóstwo to sytuacja, gdy ludzie nie mają wystarczająco pieniędzy, aby kupić jedzenie, ubrania, czy zapłacić za mieszkanie. Niektóre osoby na świecie nie mają nawet czystej wody do picia i dostępu do lekarza, kiedy chorują.

DLACZEGO WALKA Z UBÓSTWEM JEST WAŻNA?

Wyobraź sobie, że nie możesz kupić obiadu w szkole, gdy jesteś głodny, nowych butów, kiedy stare się zniszczą. Na pewno taka sytuacja by Ciebie zasmuciła. Dlatego jednym z ważnych celów, o których mówią ludzie na całym świecie, jest zakończenie ubóstwa. Chcemy, aby każdy człowiek miał wystarczająco jedzenia, czystą wodę i dom, w którym może bezpiecznie mieszkać.



CO MOŻEMY ZROBIĆ, ABY POMÓC?

Nawet małe dzieci mogą pomóc! Możesz na przykład:

- Robić kartki świąteczne i prezenty dla osób, które czują się samotne i smutne.
- Zachęcać kolegów i koleżanki z klasy, aby dołączyli do akcji pomagania
- Organizować na święta zbiórki żywności w szkole.

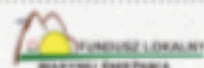
Pamiętaj, każdy z nas może zrobić coś dobrego dla innych.

Razem możemy sprawić, że świat będzie lepszym miejscem dla wszystkich!



Wiedza to skarb, który rośnie, gdy się nim dzielimy. Wykorzystuj i udostępniaj grafikę, aby służyła edukacji i inspiracji. Pamiętaj jednak, aby wskazać nas jako źródło. Razem budujemy świadomość o idei zrównoważonego rozwoju.

Materiał opracowany przez Fundusz Lokalny Masywu Śnieżnika
w ramach projektu Global Challenges Local Solutions



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WIZYTA Z SERCEM



Nauczycielka Pani Marta: Dzieci, dziś chcę omówić naszą wycieczkę do domu opieki. To wyjątkowa okazja, aby nauczyć się czegoś ważnego.

Jacek: A dlaczego tam jedziemy, proszę Pani?

Pani Marta: Odwiedzamy dom opieki, bo osoby, które tam mieszkają często czują się samotne i smutne. Nasza wizyta sprawi im radość oraz przypomni, że są ważni i potrzebni.

Pani Marta: Jak myślicie, co możemy zrobić, aby nasza wizyta była dla nich miła?

Ania: Może zrobimy jakieś kartki z życzeniami albo małe prezenty?

Tomek: A ja słyszałem, że lubią opowieści! Przygotujmy występ lub poczytajmy im na głos!

Pani Marta: Pamiętajcie, ważne jest, aby każdy z nas był cierpliwy i uważnie słuchał. Dzisiejsza wizyta to dla nas wszystkich lekcja empatii i szacunku.



Ewa, czytając starszej pani: I wtedy mały miś znalazł drogę do domu...

Starsza Pani: Och, jak pięknie! Dziękuję! Twoje czytanie sprawiło mi dużo przyjemności

Jacek, rozmawiając z panem Janem: A co pan lubił robić, gdy byłeś młody?

Pan Jan: Byłem mistrzem w szachach! Nauczyć Cię grać?

Jacek: Z wielką chęcią!

Pani Marta: Jakie wrażenia po dzisiejszej wizycie? Czego się nauczyliście?

Ania: Zrozumiałam, że czasem wystarczy być obok i słuchać. To naprawdę ważne dla tych, którzy czują się samotni.

Tomek: I że każdy z nas może przyczynić się do walki z ubóstwem. Wystarczy dbać o innych i być życzliwym!



**Małe gesty mogą sprawić, że świat stanie się lepszym miejscem.
Nie zapominajmy o tych, którzy potrzebują naszego wsparcia.**

Wiedza to skarb, który rośnie, gdy się nim dzielimy. Wykorzystuj i udostępniaj grafikę, aby służyła edukacji i inspiracji. Pamiętaj jednak, aby wskazać nas jako źródło. Razem budujemy świadomość o idei zrównoważonego rozwoju.

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS.



SUSTAINABLE DEVELOPMENT GOALS

DESCRIPTION

Our planet has limited resources, which necessitates changes in production, consumption, and waste management. While some countries have achieved economic growth without overexploiting natural resources, others continue to develop at the expense of the environment.



By reducing environmental degradation and efficiently using energy and resources, we aim for a better quality of life and lower economic costs.



Cooperation at all levels of the supply chain and consumer education promoting responsible choices are crucial.

INTERESTING FACTS

WORLD

9,6 billion

This is how much the world's population will be by 2050. To maintain our current lifestyle, it would require natural resources equivalent to three times the resources our planet can provide.

EUROPEAN UNION

11 kg

of textile waste is discarded each year by the average European. Globally, 92 mln tons of clothing end up in landfills annually, posing an increasing threat to the environment.

POLAND

355 kg

municipal waste was generated by an average Pole in 2022. This is one of the lowest rates in the EU. The statistical inhabitant of the Union throws away 513 kg.

WHAT IMPACT DO YOU HAVE?

YOU AND YOUR RELATIVES



Don't hold on to clothes and devices you don't use. Donate them to those in need or take them for recycling.



Buy only what you truly need. 20-50% of food products end up in landfills.



Instead of single-use items and plastic packaging, use reusable bags and biodegradable containers.



Purchase fruits that may not look the best and use them to make smoothies.



Support companies that adhere to fair trade principles by purchasing products with the "fair trade" label.



Procure environmentally friendly products for your organization, including electronic equipment, office supplies, and food items.



Conduct educational campaigns to raise awareness about the importance of sustainable consumption and how to impact the environment.



Invest in the development of new, sustainable technologies, products, and services.

Knowledge is a treasure that grows when shared. Utilize and share graphics to serve education and inspiration. However, remember to attribute us as the source. Together, we build awareness of the sustainable development idea.

The material prepared by:



THE ACADEMY FOR THE DEVELOPMENT OF PHILANTHROPY IN POLAND

as part of the project:

GCLS

4 QUALITY EDUCATION

ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL



SUSTAINABLE DEVELOPMENT GOALS

DESCRIPTION

High-quality education is crucial for development, improving lives, and creating innovative solutions to global problems. Despite progress and an increase in literacy rates, there are regions that still require significant leveling of educational opportunities. This is due, among other things, to a lack of qualified teaching staff and poor school conditions.



High-quality education is associated with investing in scholarship programs, teacher training, and improving infrastructure.



Develop critical thinking skills, use available information on the internet, and learn to verify it. Also, take care of interpersonal relationships.

INTERESTING FACTS

WORLD

617 million

young people worldwide do not have basic reading and math skills. 22% of children do not attend school, and half of them live in conflict zones.

EUROPEAN UNION

58%

of Europeans have basic digital skills. In Poland, this rate is 44%, and among seniors aged 65-74, it is only 9%.

POLAND

15 years old

Polish students of this age rank among the top in the world in terms of reading comprehension and mathematical reasoning skills (PISA Study).

WHAT IMPACT DO YOU HAVE?

YOU AND YOUR RELATIVES



Offer your time as a volunteer. Share your experience and knowledge with others.



Organize a book drive and donate the books to a library. You can also start a book club to discuss them together.



Teach migrants your native language at cultural centers or other accessible locations.



Raise awareness of educational issues and share best practices online that deserve support.

YOUR COMPANY/ ORGANIZATION



Teach through play and experience. Organize extracurricular trips for children and study visits for employees.



Create a mentoring program for marginalized individuals, led by volunteers from various fields.



Organize or fund training sessions on fake news, combating disinformation, and information verification skills.



Establish an endowment fund to improve educational infrastructure, such as new computer equipment or books for the school library.

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as part of the project:

GCLS

ART COMPETITION



WIATRAKI
MAZUR



WYNIKI KONKURSU PLASTYCZNEGO "NA TROPIE ZRÓWNOWAŻONEGO ROZWOJU"



SZKOŁA PODSTAWOWA

SZKOŁA PONADPODSTAWOWA

Klasa 0-III

Klasa IV-VIII

Klasa I-IV

I MIEJSCE

Gabriel Gackowski

Nikodem Żylak

Marika Drąg

II MIEJSCE

Arkadiusz Nowak

Anna Sowiak
Sandra Gackowska

Hanna Maksylewicz

III MIEJSCE

Karol Noworyta
Natalia Goławska

Przemysław Smoleń
Wiktoria Słowińska

Zuzanna Kłós

GRATULUJEMY!

Nagrody wręczymy 7 czerwca na Gali Społecznik Roku!



CELE ZRÓWNOWAŻONEGO
ROZWOJU

GCLS

AKADEMIA ROZWOJU
FILANTROPII W POLSCE

CHARLES STEWART
MOTT FOUNDATION



THE PITFALLS (COMMON MISTAKES)

- UN Jargon Overload – too abstract and complex
- Data Dumping – numbers without human faces
- Fear Messaging – paralyzes instead of mobilizes
- One-way preaching – no dialogue, no call to action
- Overpromising – “We will save the world” → creates mistrust



THE PRINCIPLES OF ENGAGING COMMUNICATION

- From global → local: show impact on my street, my family
- From abstract → human: use names, stories, emotions
- From problems → solutions: hope inspires more than fear
- From telling → inviting: co-create the story with your audience



WHY WORDS MATTER

People don't fall in love with policies, they fall in love with stories

The way we talk about SDGs can either:

- Inspire, engage, mobilize
- confuse, bore, alienate

“If you can't explain it simply,
you don't understand it well enough.”

– Einstein



PROMOTIONAL ACTIONS

Using SDG icons in daily communication activities

- Who of you permanently weaves them into your outreach activities?
- Who of you has them on your websites?
 - Icons that, when clicked, redirect to a particular project



BUSINESS OFFER ON THE WEBSITE

- creating a unique offer that can encourage businesses to establish cooperation
- building cross-sector partnerships a greater chance of receiving grants and attracting donors

We provide equal education opportunity via free, open resources



Our foundation is an incubator of innovation, supporting effective learning methodologies.

FOR BUSINESS

Katalyst Education is not-for-profit organisation that supports the use of digital resources at school and other places where children and youngsters might have limited access to high-quality educational materials. We cooperate with educational organisations as well as with private entities. If you:

- represent a company or an organization that is looking for a socially valuable project to support;
- have an idea on how we could cooperate in creating and propagating digital educational resources;
- want to know more about our plans of developing the projects and how your company/organization could get involved in the expansion of Pi-stacja or Career Map;

[write to us!](#)

Sustainable development

Katalyst Education Foundation projects support the United Nations' Sustainable Development Goals (SDGs): **4. – Quality Education** and **10. – Reduced Inequalities**.



SOCIAL MEDIA

But what to publish?

- Graphics using icons relevant to the implementation of the project
- Graphics referring to education day, mental health, village leaders, land
- Hashtags also in English! - Good search engine for good practices
- promotional spots on YT with icons



It's simple to participate:

- Download the app Shazam
- Click on the camera icon
- Scan the orange code in the image below
- Take your photo and start sharing with the hashtag #SpreadYourGoals2030!

HACKATHON SDG - SCHOOL AND LOCAL COMMUNITY

- Melton Foundation and solutions to the problems of today's world
- 48-hour hackathon with a theme and international teams of young people
- creating projects based on the SDGs at the local level prizes, audience voting, expert support

iSTART VALLEY
TRANSFORMING IDEAS INTO STARTUPS

15
FIFTEEN YEARS

GLOBAL
ENTREPRENEURSHIP
WEEK
OFFICIAL ACTIVITY

ISTART VALLEY HACKATHON 2022

Join iStart Valley's Innovation Challenge to solve the problems that help achieve the UN Sustainable development Goals

FRIDAY, NOVEMBER 11TH 6 PM CENTRAL TO SUNDAY NOVEMBER 13TH 8 PM CENTRAL

Win Prizes, Free Workshops & an Opportunity to present at the Global Entrepreneurship Week 2022

SUSTAINABLE DEVELOPMENT GOALS



HACKATHON



Register @ <https://iStartHack22.eventbrite.com>



TRANSLATE UN LANGUAGE INTO HUMAN LANGUAGE

SDG 3: Ensure healthy lives and promote well-being

→ Every child deserves to see a doctor before they get seriously ill.

SDG 13: Climate Action

→ The air we breathe should keep us alive, not make us sick.



STORYTELLING FORMULA (THE HERO'S JOURNEY)

- Who is the hero? (spoiler: it's not your organization, it's the people you serve!)
- What's the challenge? (SDG-related problem)
- What's the turning point? (a choice, a community action)
- What's the resolution? (impact, hope, change)



Wolskie Centrum Kultury

REPERTUAR

ZAJĘCIA

PROJEKTY

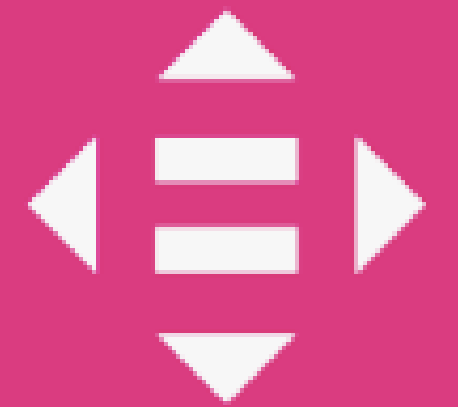
NASZE MIEJSCA

O NAS

KONTAKT



10 REDUCED
INEQUALITIES



STORYTELLING FORMULA (THE HERO'S JOURNEY)

Hero: Maria, a lonely senior, passionate about art but without tools or space to create.

Challenge (SDG 3 & 11): Isolation of seniors and lack of creative spaces; old items often thrown away instead of being restored.

Turning point: The community opens a Men's Shed with tools funded by a company. Maria joins, meeting other people, and using the workshop to repair and paint furniture.

Resolution: She restores an old table, makes friends, and rediscovers joy.

Instead of loneliness — community.

Instead of waste — creativity and new life.



EVENTS

- actors dressed up as Sustainable Superheroes
- engage with locals on the subject of the SDGs
- quiz with questions about one SDG
- those who gave the correct answer received a tattoo of their favourite SDG

EXHIBITION

- 17 stars of sustainable development - Croatia, Zaklada Zamah
- event is promoting SDGs among local community



THE POWER OF SIMPLICITY

Your audience will remember feelings

- 1.3 billion people lack access to electricity
- Tonight, a billion children will do their homework in the dark



Best
charities

Giving
pledges

Research
and
resources

About
us



Donate

How Rich Am I?

Find out how rich you are compared to the rest of the world – are you on the global rich list? 

Country

Poland

Yearly household income (Post-tax) PLN

zł100,000

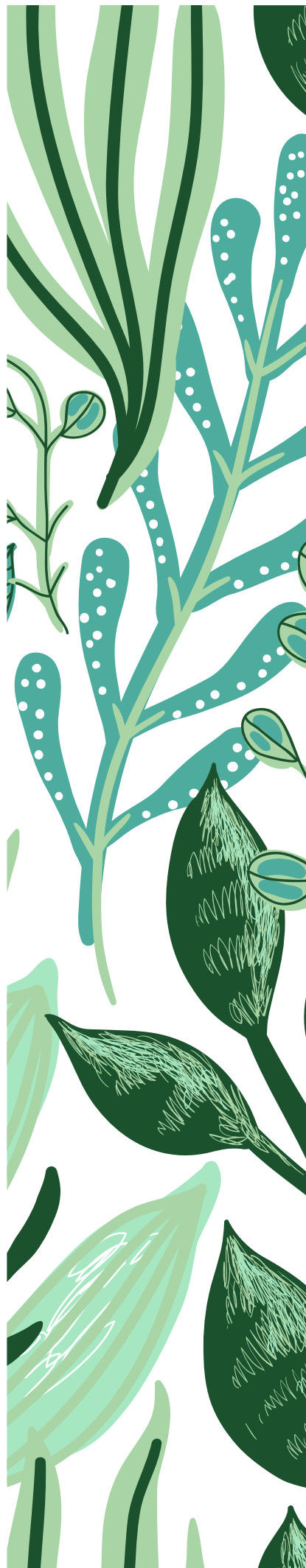
Adults

1

Children

0

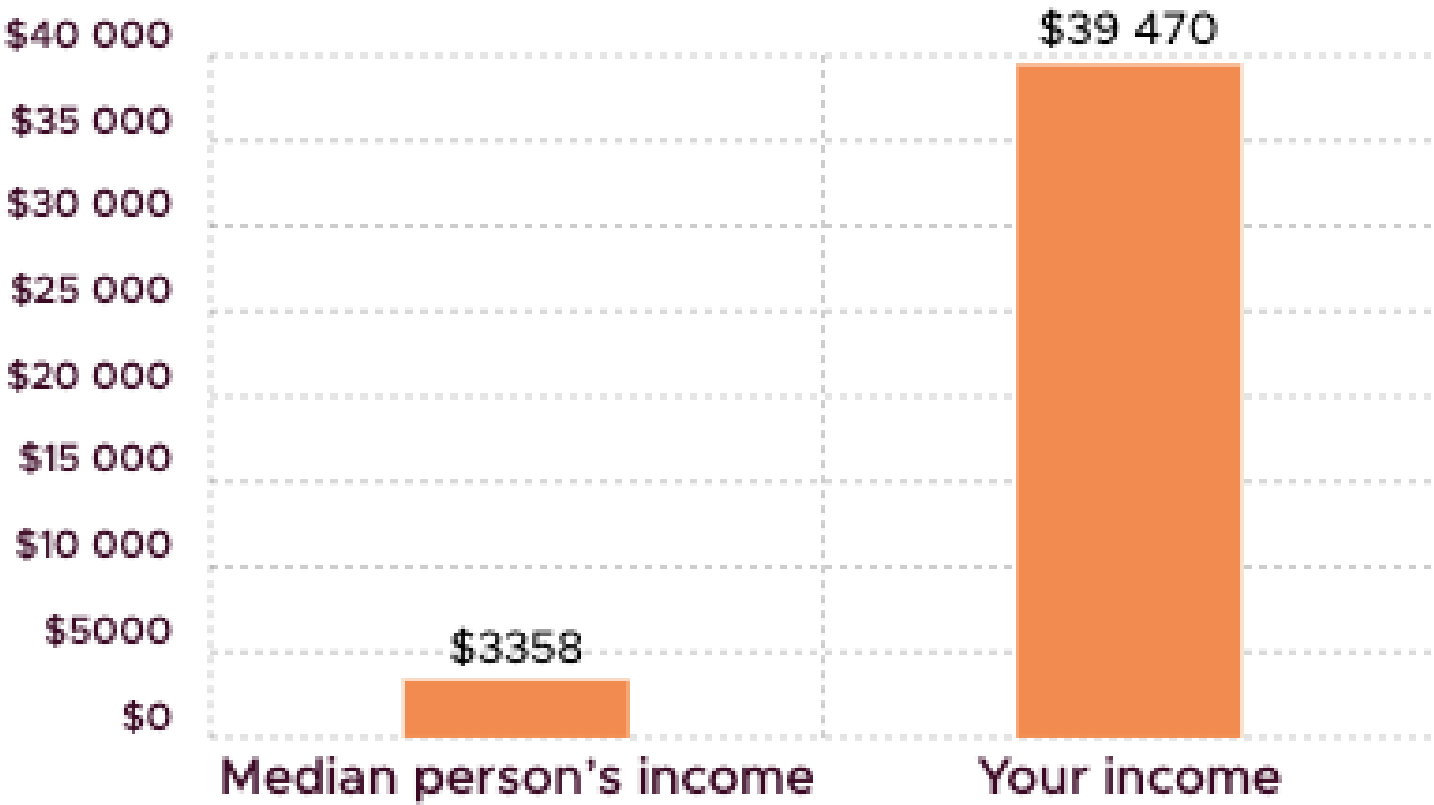
Calculate



THE POWER OF SIMPLICITY



You are in the richest 2.8% of the global population



Your income is 11.8 times the global median

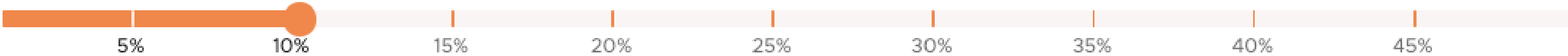
Incomes shown in 2021 international dollars per household member

These results already factor in cost-of-living differences through Purchasing Power Parity (PPP), which adjusts household incomes to reflect what money can actually buy in each country.

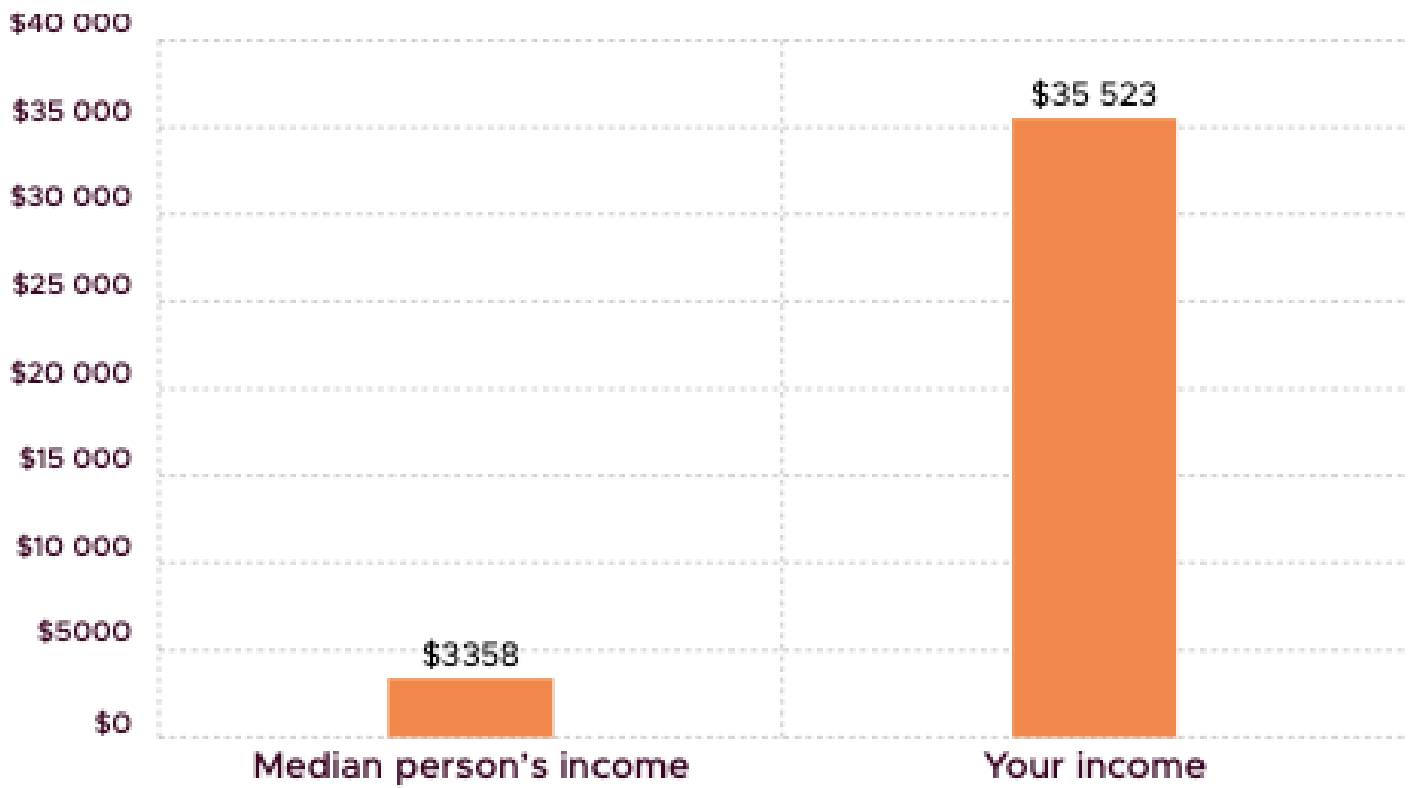
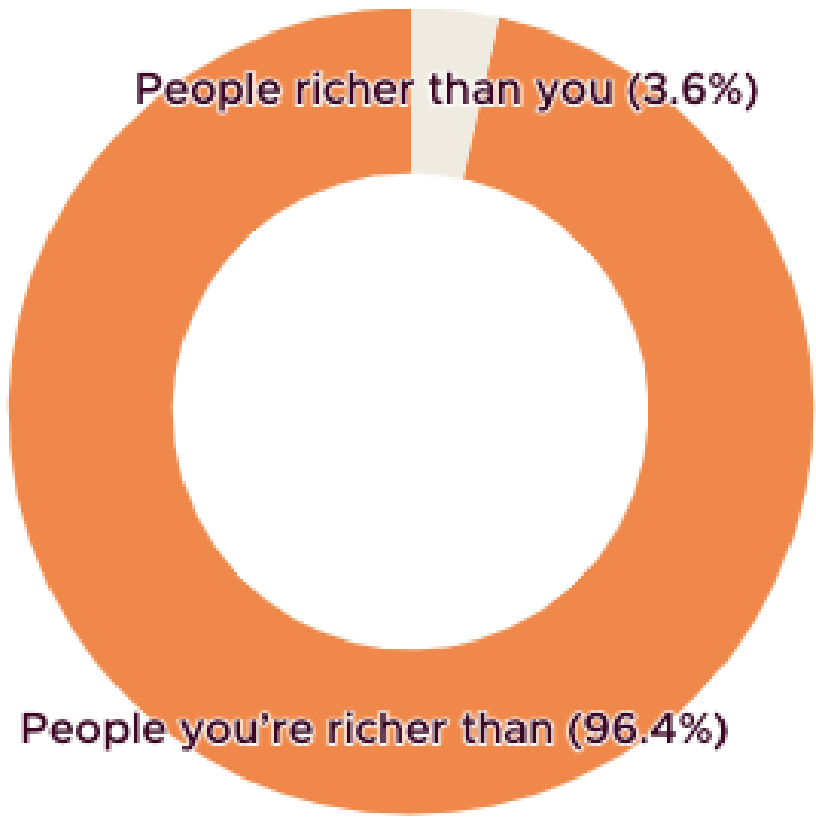


THE POWER OF SIMPLICITY

If you were to donate 10% of your income...

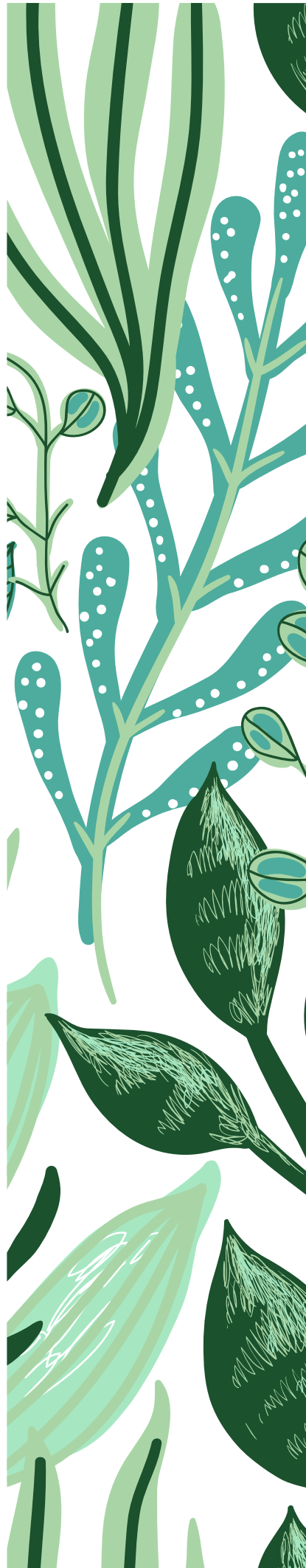


...you would have a household income of PLN 90,000, and would make PLN 10,000 in donations...



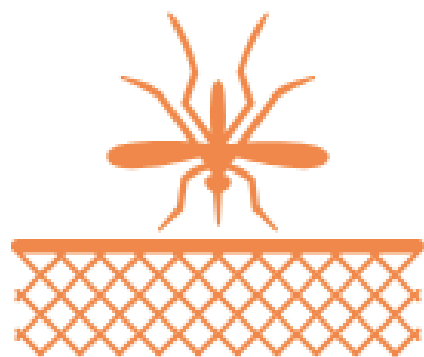
You would still be in the richest 3.6% of the global population

Your income would still be 10.6 times the global median



THE POWER OF SIMPLICITY

...and each year your donations could fund...



337

children treated with
a full course of
medicine for malaria



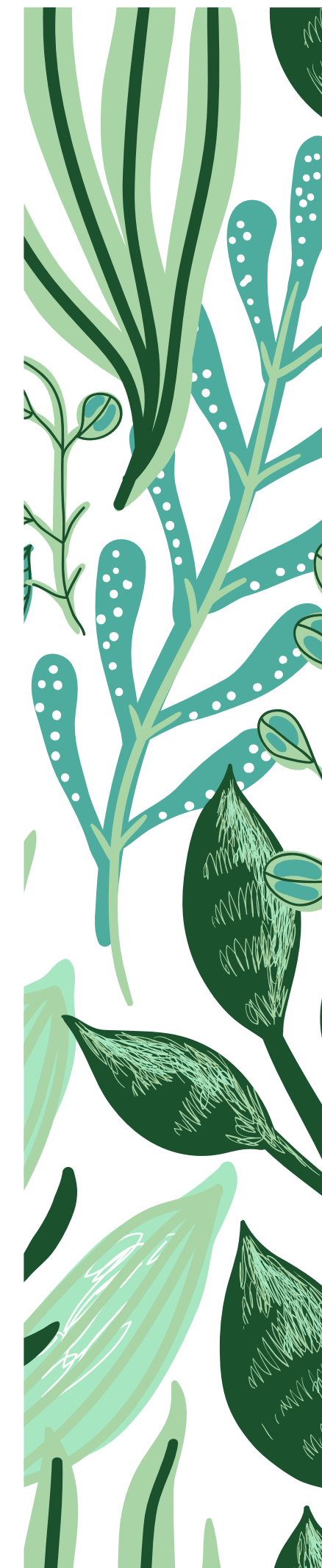
1,180

children receiving
vitamin A
supplements



0.5

lives saved, for a
longer and healthier
future



HOW TO ENGAGE VOLUNTEERS IN THE STORY

- Make them protagonists, not assistants
- Show their actions linked to SDGs
- Celebrate micro-stories (not just big wins)

Barbara spent 5 hours helping seniors → this is SDG 10 in practice (Reduced Inequalities)



Sint-Truiden (Belgium)

Company employees and I monthly challenge:

- working without using printers
- drinking tap water
- cycling to work



PRACTICAL TOOLS

- The 27-word rule: if you can't explain your project in 27 words, simplify it.
- Why should I care?
- Swap stats for stories: for every number, share one human face
- Use visuals



PRACTICAL TOOLS - SINT-TRUIDEN (BELGIUM)

27 words in 9 seconds, and 3 key points

We adapt sustainable development to local conditions, strengthen the position of community leaders, and stimulate progress—in a practical way, with passion and joint efforts.

Why Should I Care?

- We support volunteer engagement for SDGs
- By volunteering with us, you bring clean water to 50 households—making climate action local, immediate, and personal.

General message:

Engaging message:



PRACTICAL TOOLS - SINT-TRUIDEN (BELGIUM)

General message: Let's make our office more sustainable.

Engaging message: This month, leave the car at home – every ride to work by bike means cleaner air for our children.

General message: Let's reduce waste and protect our planet's resources.

Engaging message: Skip bottled water – one refillable bottle saves hundreds of plastics from ending up in rivers.

General message: Let's go paperless and save trees.

Engaging message: Challenge yourself to a month without printing – one ream less is 12 liters of water and 7 kg of CO₂ saved.



COMMON LANGUAGE SWAPS

- Stakeholders → People we work with
- Target group → Neighbors, families, friends
- Capacity building → Learning together
- Beneficiaries → Community members

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 **GIVE** 
SUPPORT 

**IF YOU WANT PEOPLE TO CARE
→ TALK HUMAN, NOT BUREAUCRATIC**



QUICK PRACTICE (INTERACTIVE)

How would you translate SDG 4 (Quality Education) into one sentence for a 10-year-old?



QUICK PRACTICE (INTERACTIVE)

- Every child should be able to go to school, learn, and have good teachers.
- No matter where you live, you should get a chance to read, write, and discover new things.
- School should be a place where all kids can learn safely and dream big for their future.
- Every kid deserves books, lessons, and teachers who help them grow.
- Learning is for everyone, everywhere — so every child can have a bright future.
- Education is like a key — it opens doors to your dreams.



GOLDEN RULES

- **Clarity beats cleverness**
- **Hope beats fear**

If we do nothing, the planet will die → If we plant trees, we give the planet a breath of fresh air.

- **Stories beat statistics**

200 people received help → Maria from Łądek finally has warm and safe place to sleep

- **Action beats intention**



GOLDEN RULES

15 days, almost 300 patients, more than 60 extractions, 120 fillings and 60 stone cleaning procedures.
This is the balance of the visit by the four dentists who came to support the flood victims



3 GOOD HEALTH
AND WELL-BEING



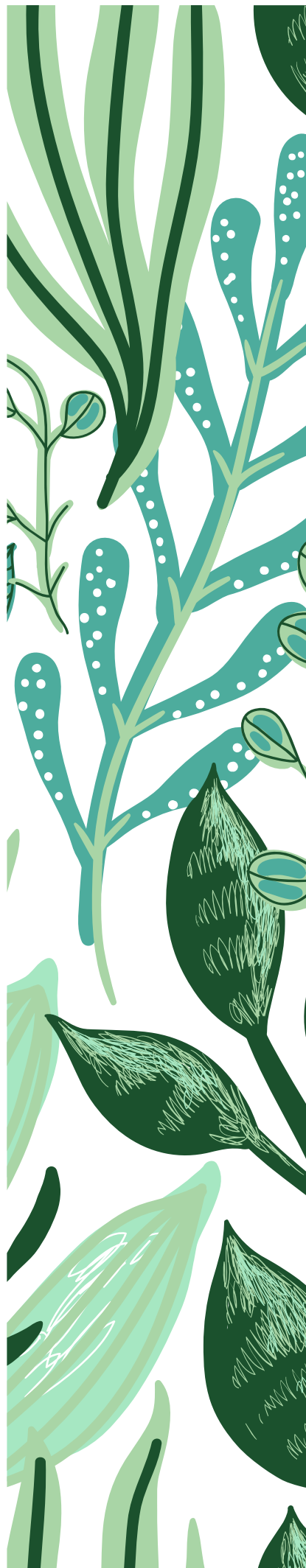
3 GOOD HEALTH
AND WELL-BEING



LOOKING AHEAD: 2026 YEAR OF VOLUNTEERS FOR THE SDGs

Your role as CFs leaders:

- Translate global SDGs into local realities
- Tell stories people feel and remember
- Inspire small actions that create big change



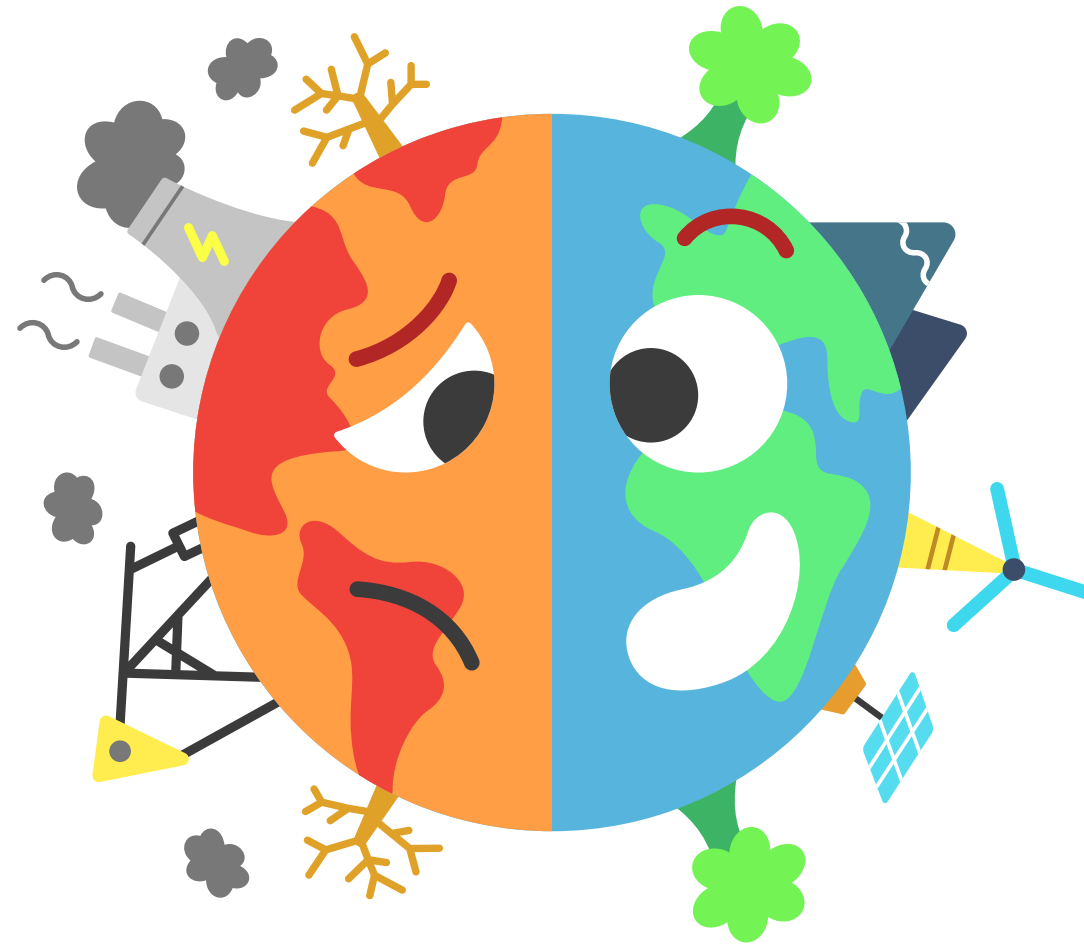
CALL TO ACTION

Next time you talk about SDGs:

- Use less jargon, more heart
- Share one story instead of ten statistics
- Invite people to act – not just listen



**What's one SDG story from your community
that deserves to be told this year?**



**Stories are not just what we tell the world.
They're what change the world.**



Thank you

Zuza Komornicka

