



Television Campaigns to Raise Awareness for the SDGs in Iceland

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UTANRÍKISRÁÐUNEYTIÐ
Ministry for Foreign Affairs Iceland



1. Government Actions
2. Good News from the Future
3. Measuring Awareness
4. Elíza Gígja goes to Uganda





I. Government Actions:

Inter-ministerial working group: All Ministries, Statistics Iceland and the Association of Local Authorities

Status Report – Priority Targets

Budget

Youth Council

HLPF 2019

Communications

„Þú varst valin og ert að fara til Úganda“

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Fimmtán ára stúlka trúði vart sínum elgin augum og eyrum í dag þegar forsætisráðherra tilkynnti henni óvænt að hún færi fyrir Íslands hönd til Úganda. Þar mun hún taka þátt í að kynna heimsmarkmið Sameinuðu þjóðanna.

JÓHANN BJARNI KOLBEINSSON
Fréttastofa RÚV

Senda skilaboð

Íslensk stjórnvöld auglýstu nýverið eftir unglingi fæddum 2003 til þess að taka þátt í kynningu á heimsmarkmiðum Sameinuðu þjóðanna, sem miða meðal annars að því að útrýma fátækt og hungri. Verkefni þess sem verður fyrir valinu er að taka þátt í gerð heimildarmyndar

Hlusta

Tengdar fréttir





2. Good News from the Future





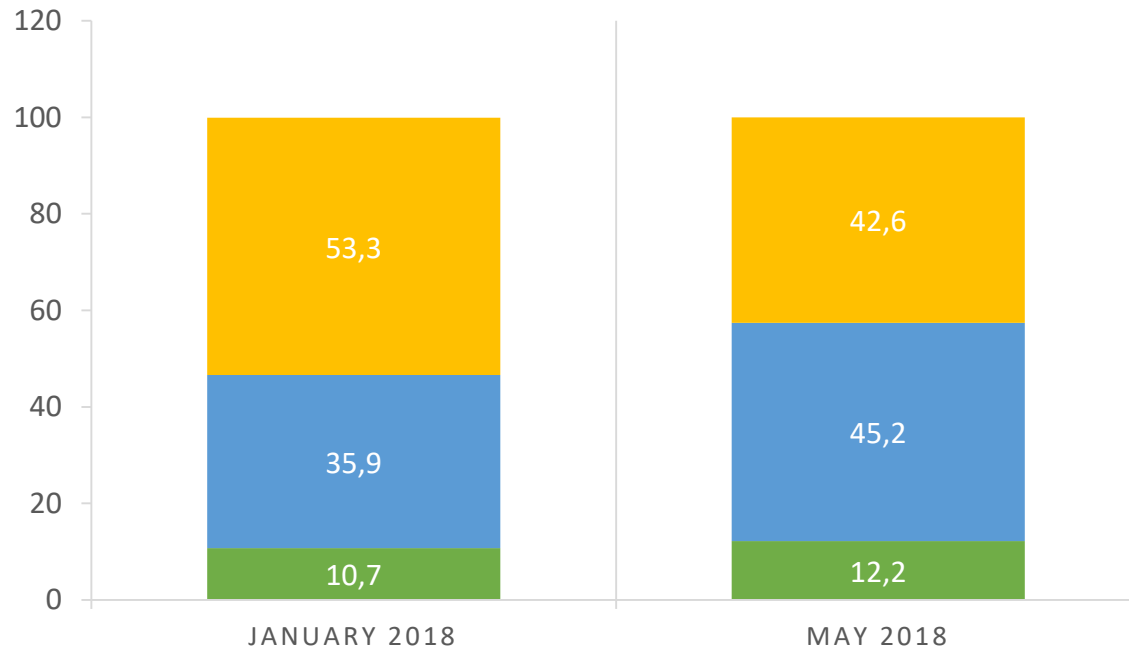
2. Good News from the Future



3. Measuring Awareness

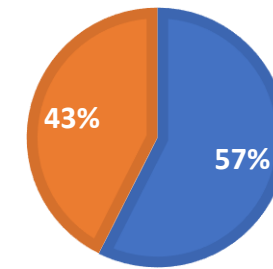
DO YOU KNOW OR HAVE YOU HEARD OF THE SDGS?

- Yes, I know the SDGs
- Yes, I have heard of the SDGs
- No, I have not heard of the SDGs



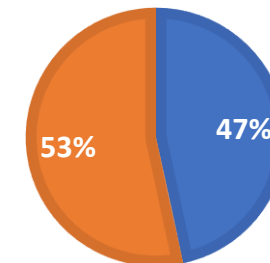
DO YOU KNOW OR HAVE YOU HEARD OF THE SDGS - MAY 2018

- Yes
- No



DO YOU KNOW OR HAVE YOU HEARD OF THE SDGS - JAN 2018

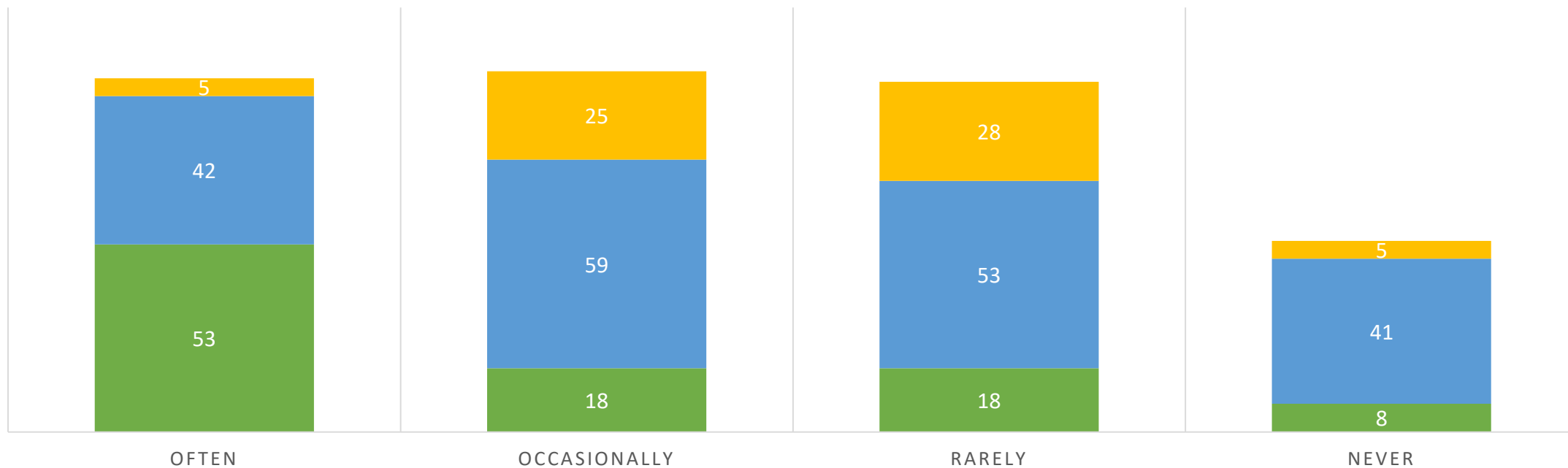
- Yes
- No



3. Measuring Awareness

HAVE YOU OFTEN, OCCASIONALLY, RARELY OR NEVER SEEN THE CAMPAIGN „GOOD NEWS FROM THE FUTURE“?

■ Yes, I know the SDGs ■ Yes, I have heard of the SDGs ■ No, I have not heard of the SDGs

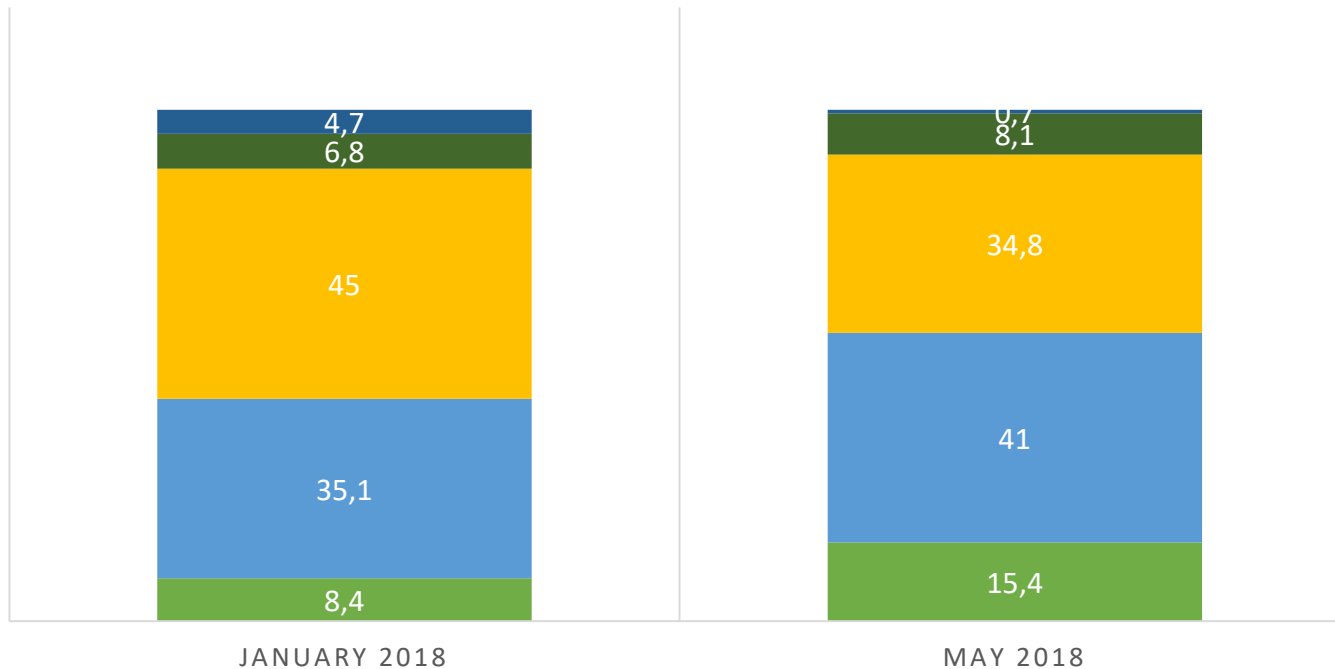




3. Measuring Awareness

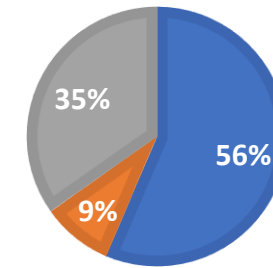
HOW WELL OR BADLY DO YOU KNOW THE SDGS?

Very well Rather well Neither well nor badly Rather badly Very badly



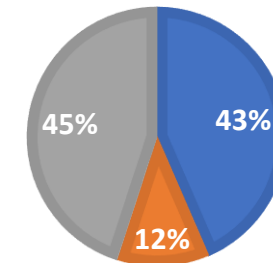
HOW WELL OR BADLY DO YOU KNOW THE SDGS - MAY 2018

Well Badly Neither



HOW WELL OR BADLY DO YOU KNOW THE SDGS - JAN 2018

Well Badly Neither





4. Elíza Gígja goes to Uganda





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Thank you

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