



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

SDG Area: Education

Education for all has always been an integral part of the sustainable development agenda. In the past few decades, major progress has been made towards increasing access to education at all levels and increasing enrolment rates in schools, particularly for women and girls.

Basic literacy skills have improved tremendously, yet bolder efforts are needed to make even greater strides for achieving universal education goals. We have achieved equality in primary education between girls and boys, but few countries have achieved this in secondary education.

Sustainable Development Goal 4 aims to ensure inclusive and quality education for all and promote lifelong learning. Education is a right, not a privilege, like the right to have proper food or a roof over your head. Furthermore education is a passport to human development: it opens doors and expands opportunities and freedoms. It contributes to fostering peace, democracy and economic growth as well as improving health and reducing poverty.

Education helps:

- Beat poverty; e.g. 171m could be lifted out of poverty if all students in low-income schools left school with basic reading skills.
- Reduce gender inequality
- Reduce child mortality and improve maternal health; e.g. a child is 50% more likely to survive to age of 5 if born to a mother who can read.
- Combat HIV, malaria and other preventable diseases
- Encourage environmental sustainability

NB: The SDGs include a broad range of specific targets relating to education. The full targets can be found at <http://www.un.org/sustainabledevelopment/education/>. Whilst we can't tackle all of the issues in one project, we can still make progress: we have selected a specific challenge which you can help solve. Furthermore, due to the SDGs universal, indivisible and interlinked nature, progress in this area will contribute to progress towards all seventeen goals.

What's the challenge?

An estimated 57 million children remain out of school. More than half of the children that have not enrolled in school live in sub-Saharan Africa. An estimated 50 per cent of out-of-school children of primary school age live in conflict-affected areas. Some 103 million youth worldwide lack basic literacy skills, and more than 60 per cent of them are women.

Public policy tackling this problem must address issues of health and nutrition (is the child well and fed?), infrastructure (can the child get to school?), quality of education, poverty, gender equality, etc. Whilst getting more children in school is ultimately a question of public policy, the civil and private sectors can provide support in both financial and attitudinal form.



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What do we need you to do?

We want a big idea to get more people in school. We want you to come up with a media campaign which will inspire businesses and influential individuals to commit to/act on this goal by aiding public policy.

NB: We are not asking for ideas about privatisation of education. All contributions and ideas should work in line with a public model of education access.

Target Audience

You are speaking to organisations and individuals in the private sector. Your audience is hard-working and business-minded. Whilst they intellectually agree that education is a right, they don't fully grasp the implications of children out of school. We need to turn their passive belief into formative action.

Key message

Education is a right, not a privilege, and has huge implications for development.