



HELLO 2030

TOOLKIT



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About this Toolkit

This toolkit is designed to help you take action and build the world you want to see in 2030.
We all have a role to play in creating a better world - what's yours?

Campaign Overview

Speak Up for the Future You Want!

What do you want the world to look like in 2030?

[Add your voice](#) to the **Hello 2030 campaign** to say to our fellow Canadians, our elected representatives, and our friends around the world that, together, we can build a world of equality, sustainability and prosperity for all by 2030.

Your voice matters. Your actions matter.

Let's work together and say hello to the future we want!

Why now?

We are at **a pivotal moment** in time.

Rising inequality, environmental degradation and seemingly endless conflicts are making life increasingly uncertain and insecure for many.

There are voices growing louder that blame those who are different for these misfortunes. Appeals to our worst instincts say we should retreat behind walls—and the rest of the world can fend for itself.

Yet, in our best moments, we know that **our common humanity** unites us, our diversity makes us stronger, and if we are to have any chance of solving the biggest problems facing the world, we must tackle them together.

Now is the time to choose: **“me first”** or **“us together.”** Your decision will determine what kind of a world we leave for the next generation.

Why Hello 2030?

As Canadians, we are fortunate. It's true, we have many challenges at home, but they have never stopped us from fulfilling our responsibilities abroad.

As Canadians, we are multicultural. We know that our past and our future are connected intimately with the rest of the world.

As Canadians, we are generous. We know we can make a positive difference in the lives of those less privileged than ourselves.

We believe that where you were born should not determine your destiny. Everyone, everywhere, should have the opportunity to thrive.

That's why, as Canadians, **we have a critical role to play** in building a better future for everyone.

What are the Sustainable Development Goals?

193 countries around the world have adopted the Sustainable Development Goals (SDGs), **a universal call to action** to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

In a divided world, the SDGs represent **the only universal vision for a better future**. They are the most ambitious plan for humanity and the planet ever created, and every country in the world has committed to achieving them at home and abroad.

Ultimately, the SDGs are our roadmap to a better world - and Canadians can lead the way!

Learn more about each of the 17 goals and find more ways to take action at www.hello2030.ca.

17 SDG GOALS

SDG 1 - No Poverty

SDG 2 - Zero Hunger

SDG 3 - Good Health and Well-being

SDG 4 - Quality Education

SDG 5 - Gender Equality

SDG 6 - Clean Water and Sanitation

SDG 7 - Affordable and Clean Energy

SDG 8 - Decent Work and Economic Growth

SDG 9 - Industry, Innovation and Infrastructure

SDG 10 - Reduced Inequalities

SDG 11 - Sustainable Cities and Communities

SDG 12 - Responsible Consumption and Production

SDG 13 - Climate Action

SDG 14 - Life Below Water

SDG 15 - Life on Land

SDG 16 - Peace, Justice and Strong Institutions

SDG 17 - Partnerships for the Goals

Why Engineers Without Borders Canada?

We envision a world of equality, sustainability and prosperity. And we are not alone.

Engineers Without Borders Canada's (EWB's) mission is to **bring people and ideas together to tackle the most crucial causes of poverty and inequality.**

We provide leadership training and opportunities for over 1,800 active members through a network of 40 chapters in Canada; seed funding, talent and mentorship to social entrepreneurs in sub-Saharan Africa, enabling them to scale their success and transform the lives of people in their communities; and evidence-based policy recommendations on Canada's international development assistance and financing by working collaboratively with researchers, civil society and parliamentarians across the country.

Through our chapter network, fellows, ventures and advocacy, we work every day to build the world envisioned by the SDGs - and **we invite you to join us** through the Hello 2030 campaign and beyond!

Add Your Voice

What do you want the world to look like in 2030? Now is the time to speak up!

If you believe that we live in an interconnected world and have a shared responsibility to make it a better place, add your voice at www.hello2030.ca. By signing up, you will be able to connect with other like-minded Canadians, deepen your understanding of the SDGs, and get updates on local events, new resources, and more.

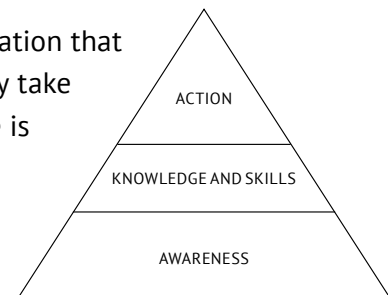
Take Action

The Pyramid of Engagement

To the right is a pyramid of engagement with an issue - the more invested you are in the issue, the further you move up the pyramid.

As you can see, raising awareness is crucial. Awareness is the foundation that enables people to deepen their knowledge and skills, and ultimately take actions that drive change. This is why raising awareness on an issue is one of the most significant actions you can take!

Below are some ideas and resources to help you continue to climb the pyramid of engagement and bring others along with you.



Learn, Connect, Inspire

Learn

“The content of a book holds the power of education and it is with this power that we can shape our future and change lives.” – Malala Yousafzai

Which of the SDGs are you most passionate about? Curious about? Baffled by? Start there.

Visit your library. Search online. Reach out to local organizations that work on the issue. Learning more about the issue - and its impact at home, across the country, and around the world - is one of the best ways to get started, connect with others, and find ways to make the difference you want.

Connect

“Many of us ask what can I, as one person, do, but history shows us that everything good and bad starts because somebody does something or does not do something.” – Sylvia Earle

If you care about an issue, chances are that someone else does too. So reach out - on social media, at your next coffee date, or during a family dinner. Raise awareness using the resources on www.hello2030.ca or take the actions listed in the next section.

Also check the website, EWB's social media accounts or #Hello2030 for local event listings and to connect with other Hello 2030 campaigners in your community!

Inspire

"We do not inherit the earth from our ancestors; we borrow it from our children" - Chief Seattle

Is the world you want to see more sustainable? Equal? Free? Peaceful?

Lead by example. Take the actions in the next section for people, planet, prosperity, peace or partnerships. Attend - or organize! - a local event listed on www.hello2030.ca. Share your story, a photo, or a short video on social media using #Hello2030. Tag a friend, community leader or influencer in your tweets and invite them to join the campaign.

Show that a better world is possible because you're helping to create it every day!

Actions for People

- ☐ I will invest in my community by volunteering with or donating to a local charity.
- ☐ I will run a food drive for my local food bank.
- ☐ I will support efforts to welcome refugees.
- ☐ I will talk to my neighbours and engage more in my community.
- ☐ I will host a block party, community BBQ or open house.
- ☐ I will learn more about the root causes of poverty and inequality and have a conversation with a friend or family member about how to address them.

Actions for Prosperity

- ☐ I will support social enterprises at home and abroad.
- ☐ I will support businesses that use sustainable, fair trade practices.
- ☐ I will support businesses that pay a living wage to their workers.
- ☐ I will learn more about workers' rights and fair labour practices and have a conversation with a friend about how to address these.
- ☐ I will contribute to making my workplace more healthy and supportive.
- ☐ I will invest my finances ethically.

Actions for Peace and Partnerships

- ☐ I will attend a talk or meeting to learn more about a local or global issue I don't know much about.
- ☐ I will engage in municipal, provincial or federal political processes (ie - attend a town hall or public meeting, join a community council, vote in the next election).
- ☐ I will take part in the Truth and Reconciliation Commission report reading challenge and act on what I learn.
- ☐ I will speak up when I hear racist, sexist, homophobic or other discriminatory language or see discriminatory practices.
- ☐ I will volunteer with or donate to a development or human rights organization.

Actions for the Planet

- ☐ I will take low carbon transit whenever possible.
- ☐ I will recycle, compost and reduce waste.
- ☐ I will reduce the amount of plastic I use (ie - by using reusable shopping bags, bringing my own takeout containers to restaurants and coffee mugs to cafes).
- ☐ I will reduce my energy consumption (ie - use LED light bulbs, turn off power bars and lights).
- ☐ I will reduce my water consumption (ie - take shorter showers, not leave the tap running).
- ☐ I will learn more about climate change and raise awareness with my friends and family.
- ☐ I will enjoy and protect local green spaces.
- ☐ I will plant a tree in my community.
- ☐ I will clean up my community (ie - pick up litter, take part in a beach or road cleanup).
- ☐ I will reduce my meat consumption
- ☐ I will volunteer with or donate to an environmental organization.

Resources

Calendar

There is strength in numbers, which is why international days of action can be useful to get a message out. Choose a day with meaning to you and share your vision for a better world online using #Hello2030, fundraise up until that day, or host an event!

February 4	World Cancer Day #WorldCancerDay
February 20	World Day of Social Justice #DayOfSocialJustice
March 1	Zero Discrimination Day #WorldZeroDiscriminationDay
March 3	World Wildlife Day #WorldWildlifeDay
March 8	International Women's Day #IWD
March 21	International Day for the Elimination of Racial Discrimination #RacialDiscriminationDay
March 24	Earth Hour Day #EarthHour
April 2	World Autism Awareness Day #WAAD
April 7	World Health Day #LetsTalk
April 10	Equal Pay Day #EqualPayDay
April 21	World Creativity and Innovation Day #WCID
May 1	International Workers Day #IntWorkersDay
May 3	World Press Freedom Day #WPF2018 #PressFreedom
May 17	International Day Against Homophobia and Transphobia #IDAHOT2018
May 18	Endangered Species Day #EndangeredSpeciesDay
June 3	World Bicycle Day #June3WorldBicycleDay
June 17	World Day to Combat Desertification and Drought
June 19	International Day for the Elimination of Sexual Violence in Conflict #EndRapeinWar
June 20	World Refugee Day #WithRefugees

June 27	Micro-, Small and Medium-sized Enterprises Day
July 11	World Population Day #WorldPopulationDay
August 12	International Youth Day #YouthDay
September 8	International Literacy Day #LiteracyDay
September 15	International Day of Democracy #InternationalDemocracyDay
September 16	International Day for the Preservation of the Ozone Layer
September 21	International Day of Peace #PeaceDay
September 22	International Day of Peace #PeaceDay
September 23-29	Gender Equality Week (Canada)
October 1-31	Women's History Month (Canada) #ClaimYourPlace
October 2	World Habitat Day #WorldHabitatDay
October 5	World Teacher's Day #WorldTeachersDay
October 10	World Mental Health Day #WorldMentalHeathDay
October 11	International Day of the Girl #DayOfTheGirl
October 16	World Food Day #FoodDay
October 17	International Day for the Eradication of Poverty #EndPoverty
November 8	Science, Technology, Engineering, and Medicine (STEM) Day #STEMDay
November 20	Universal Children's Day #UNChildrensDay
November 25	International Day for the Elimination of All Forms of Violence Against Women #orangetheworld
December 1	World AIDS Day #WAD2018
December 9	International Anti-Corruption Day #UnitedAgainstCorruption
December 10	Human Rights Day #HumanRightsDay

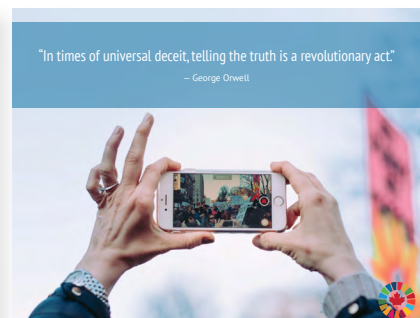
Hello 2030 Key Messages

Here are a few key messages to help you get started:

- Did you know that every country in the world has signed on to a plan to end global poverty & inequality by 2030? Let's hold them to it! www.hello2030.ca #Hello2030
- I want to build a world of equality, sustainability & prosperity for all. What's the world you want to see in 2030? Have your say at www.hello2030.ca #Hello2030
- Gender inequality holds everyone back. Help create a more equal world at www.hello2030.ca! #Hello2030
- Did you know...More than 1 billion people have moved out of extreme poverty since 1990 - we're halfway to achieving #SDG1! I'm taking action to build a world without poverty. Join me via www.hello2030.ca #Hello2030

Hello 2030 Posters

Print or share posters for each of the 17 SDGs via www.hello2030.ca!




Hello 2030 Image and Logo

Want to create your own Hello 2030 resources and materials? [Use these!](#)



Contact Us

Have questions or comments? Contact us at advocacy@ewb.ca for more info on the Hello 2030 campaign, your local EWB chapter, events, and more!

A close-up photograph of a hand holding a single, vibrant red maple leaf. The leaf is held by its stem, which is gripped between the thumb and index finger of a hand. The leaf itself is a rich, fiery red with some darker, almost black, spots scattered across its surface, possibly due to age or environmental factors. The background is a soft, out-of-focus dark green, suggesting foliage. The entire image is framed by a thin red border.

**“Rising inequality is not
a law of nature - it’s not
even a law of economics.
It is a consequence of
political and economic
arrangements, and
those arrangements
can be changed.”**

- John Lanchester