

**Case study for Road Map on Statistics for SDGs 2.0****Netherlands: Increasing national SDG awareness by communicating to and through children**

<b>Description</b>	<p>To increase awareness of the SDGs in the Netherlands, entrepreneur Anne-Marie Rakhorst initiated the national campaign 17 doelen die je deelt (17 goals to share). The campaign is carried by children, as in her words: 'I think we should listen to what children have to say. It is their future.'</p> <p>To participate in the campaign children aged 6 to 15 submitted a video portrait of themselves explaining why a specific SDG was important to them and what their world should look like in 2030. The videos were launched in the second half of 2016 and received over 200,000 views on Facebook. They were also promoted via other media, where companies and schools, friends and relatives became acquainted with the SDGs.</p> <p>In 2017 a competition was launched, for which children aged between 6 to 17 had to submit a short video explaining their idea for a fair, clean and safe planet in 2030, and what they would need to realise it. The winners received professional supervision to carry out their idea. An added value was that when the national SDG coordinator was informed of this campaign, he appointed the 17 winners as official ambassadors of the 17 goals. They were officially honoured on 1 June, international children's day. The ambassadors act as the face of the SDGs and are regularly asked for their advice about the SDGs in the Netherlands.</p> <p>In 2019 the campaign launched the Wereldwijzer website (17doelen.nl), in close collaboration with Statistics Netherlands (CBS). For the website two well-known Dutch children's authors describe the most recent developments in the SDGs for children on the basis of the newest CBS data, which they received under embargo. The site also contains interviews with the child ambassadors, and tips for children to make their lives - and the lives of those around them - more sustainable. Presenting data from the perspective of children was quite inspiring for CBS: children come up with solutions that adults do not always see. The website was launched on 15 May in NEMO science museum – the same day the official SDG report, the Monitor of Well-being and the SDGs - was presented to Parliament. It was promoted through various channels, including social media. It is also used as an information source for teachers to organise class projects. The Wereldwijzer will be updated annually by <i>17 doelen die je deelt</i> using Statistics Netherlands Monitor of Well-being and the SDGs, and will be developed further in the future.</p>
<b>Advantages</b>	<p>Children are passionate about subjects they are interested in. Their enthusiasm can be used to increase awareness among adults around them - parents, grandparents, teachers. They also offer outside-the-box ideas and solutions to many problems. Working alongside children gives adults (statisticians) a different perspective and approach to communication.</p>
<b>Challenges</b>	<p>The distance from children to policymakers is usually quite large. Policymakers often dismiss their ideas as too simple or 'pie in the sky'. Children are also not often focus groups of communication for NSOs.</p>

**Future  
steps**

The ambassadors will continue their activities, and when they turn 18 they are replaced by younger candidates. The Wereldwijzer website is to be updated in 2020.

**More  
information**

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